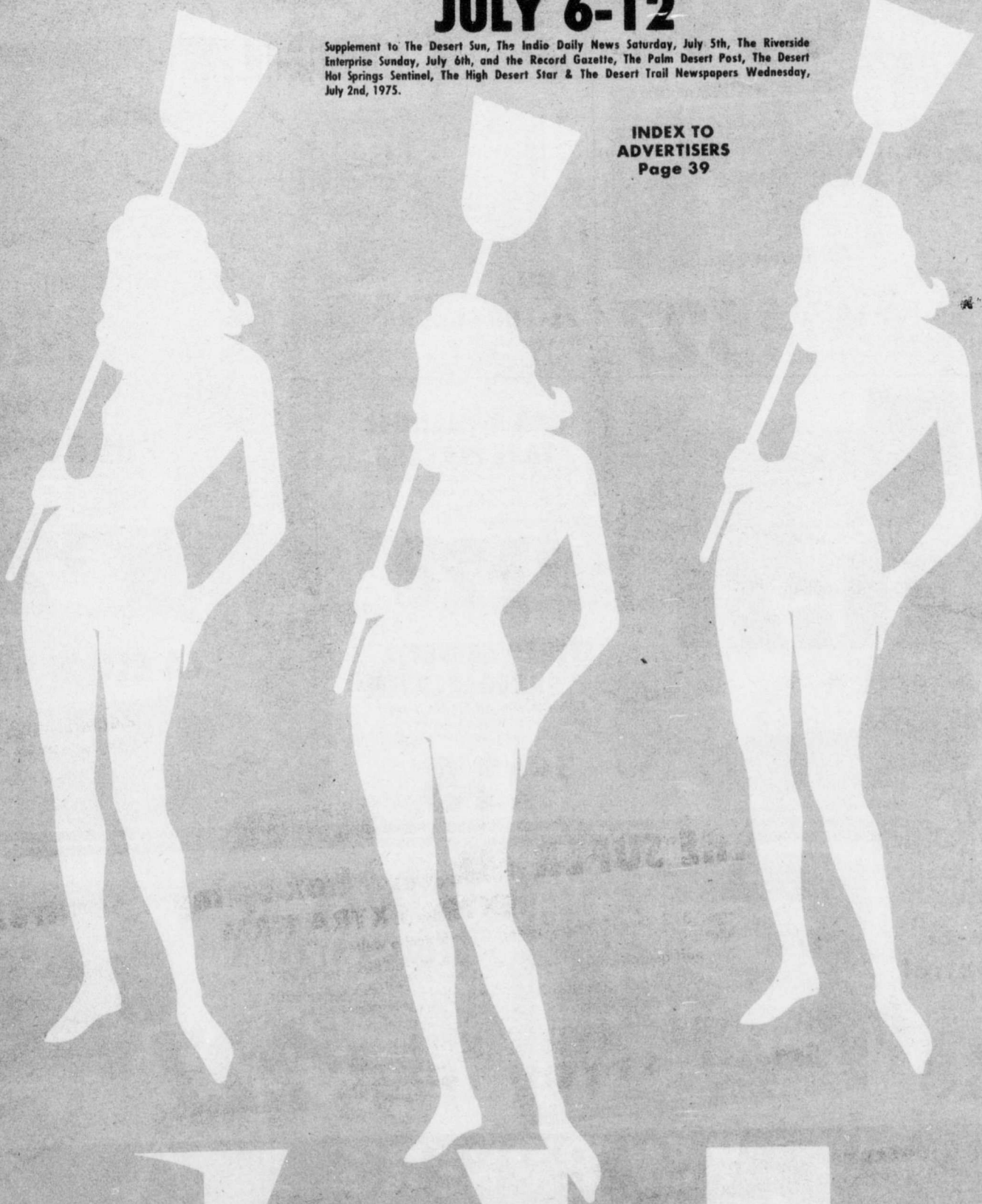


PALM SPRINGS IN SUMMER CLEAN SWEEP

JULY 6-12

Supplement to The Desert Sun, The Indio Daily News Saturday, July 5th, The Riverside Enterprise Sunday, July 6th, and the Record Gazette, The Palm Desert Post, The Desert Hot Springs Sentinel, The High Desert Star & The Desert Trail Newspapers Wednesday, July 2nd, 1975.

**INDEX TO
ADVERTISERS
Page 39**



SALE

CLEAN SWEEP

25" Diagonal RCA XL100 COLOR w/REMOTE CONTROL

Contemporary console.
AFT, one button color
lock. RCA best color
chassis ever.

\$699



RCA PORTABLE RADIO

Slide rule tuning. Con-
venient carrying handle.

\$9.00



21" Diagonal Picture XL-100 COLOR \$527

RCA table model. AFT.
One button color lock.



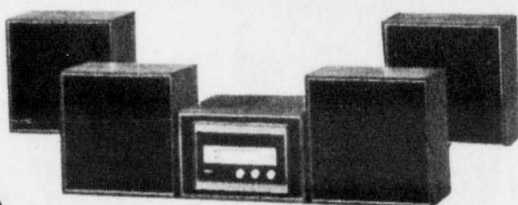
15" Diagonal Picture XL-100 COLOR \$348

RCA's new acculine pic-
ture tube system.



19" Diagonal Picture XL-100 COLOR 468

RCA's super AccuColor
picture tube. Reg.
\$529.95 without stand

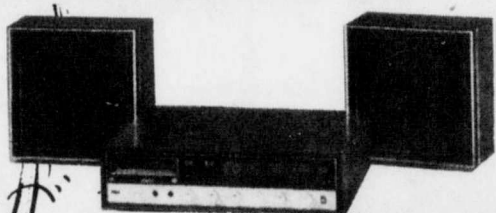


RCA 4-CHANNEL TAPE PLAYERS

Special 8-track tapes, programmed
with four separate soundtracks and
reproduced through separate am-
plifier channels.

\$128

RCA



STEREO CASSETTE RECORDER/PLAYER

Compact with AM-FM stereo
radio. Four speakers. Automatic
shut off. Push button controls.

\$215



PORTABLE PHONOGRAPH

Automatic changer. Plays records
of all sizes. Solid state amplifier.
Rugged case.

\$28

RCA CLOCK RADIO

Wakes you to
music or buzzer
alarm. Cool operat-
ing solid state.

\$17



17" diag. meas. Remote Control

FAILSAFE solid-state dependability.
"Thinside" picture tube. Color Lock.
Automatic Fine Tuning

NOW ONLY \$448



MGA

STEREO SYSTEM

—Tuner amplifier — 8 Track
—Turntable — Air Suspension
Speakers

Reg. \$329.95 \$227



KEN PARKER'S HALLMARK TV



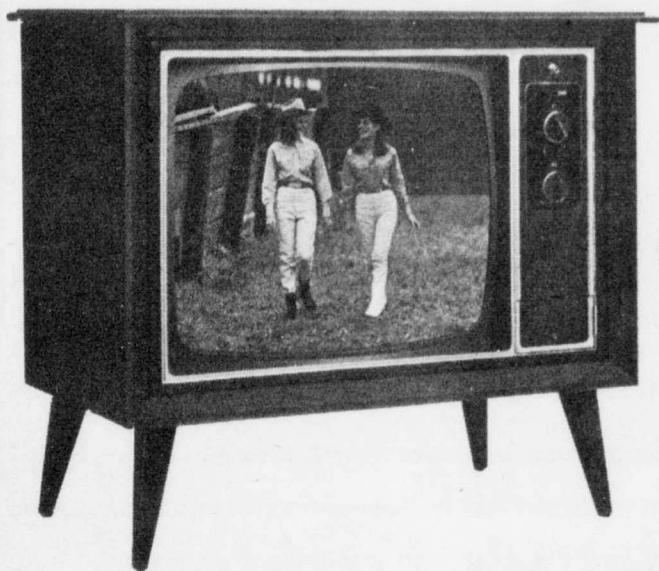
192 South INDIAN AVE.

Honesty and Integrity SINCE 1955

PHONE 325-9661

BankAmericard Master Charge 90 Day No Charge Financing with approved Credit

CLEAN SWEEP **ZENITH**



23" Diagonal Picture
Solid State
COLOR CONSOLE

Distinctive modern styled lowboy console. Beautifully finished in grained Walnut vinyl.

\$578

SUPER SPECIAL



19" DIAGONAL
PICTURE
PORTABLE



17" Diagonal Picture
**ZENITH COLOR
PORTABLE**

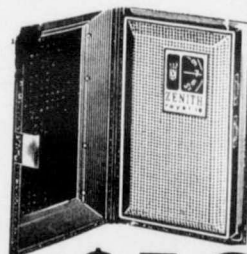
Distinctively styled compact portable. Solid State. Light beige cabinet with dark brown back.

\$388



with
Earphone
and carry
strap.

POCKET RADIO \$8



"BILLFOLD-
Style"
**PORTABLE
RADIO**
Complete with
Earphone

\$13.00

**FANTASTIC
BUY**

#R6600

"Sharp"

MICRO WAVE OVEN

**\$100
OFF**



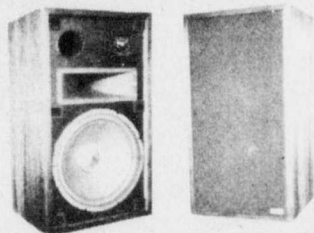
**SOLID STATE
AM/FM STEREO**

Built-in Two Plus Two speaker matrix. Precision record changer. Flywheel tuning. Two Allegro 2000 speaker system. Grained walnut color cabinets. Dust cover.

SALE

\$178

ALL APOLLO SPEAKERS



Apollo V-1000 — 12" hi-compliance woofer w/Super powerful 32 oz. Magnet, 10" Super horn tweeter for midrange & high frequencies Thorpe electronic crossover network, 8 Ohm Impedance, crossover frequency 800 Hz, power handling Cap. 60 watts RMS

Regular \$69.95 to \$379.95

1/3 OFF

**DIAMOND
NEEDLES**

REGULAR
\$5.95 to \$54.95

CLEAN SWEEP ONLY

1/2 PRICE



**KEN PARKER'S
HALLMARK TV**



192 South INDIAN AVE.

Honesty and Integrity SINCE 1955
PALM SPRINGS

Phone: 325-9661



COVERS FOR LOVERS — Dana Troupe, manager of the Covers for Lovers shop at 314 North Palm Canyon Drive, demonstrates how to sell merchandise during Clean Sweep bargain sales days. She specializes in Kirsch bedspreads, handmade quilts, linens, draperies and bedroom accessories. (Photo by Chuck Scardina)

Masters' Candies
YOUR COMPLETE CANDY STORE

WE'RE GIVING AWAY
The Palm Springs Dollar

FREE
(PRESENT THIS AD)

WITH THE PURCHASE OF EACH ONE
POUND BOX OF CHOCOLATES.

OFFER GOOD DURING CLEAN SWEEP ONLY

VOID AFTER 7/12/75 **palm springs mall**

Betty's Fashions
Celebrates this year's

**CLEAN SWEEP
SALE**

palm springs mall
Tahquitz-McCallum Way at Farrell Dr., Palm Springs, Calif.

cool off

**at a western
steak cookout!**

\$6.95 after five

An exciting ride takes you to the top of The Tram. Cool, refreshing mountain air makes a hearty appetite appreciate a great steak, baked beans, crisp salad and hot garlic bread.

Young adults 12-17, \$5.95;
children 4-11, \$3.50.

Dine outside in the cool beauty of mountain greenery. Open all summer (except Tuesday and Wednesday). For more Ride 'n' Dine information phone (714) 327-9711.

Palm Springs Aerial Tramway
Credit cards not accepted for this special.

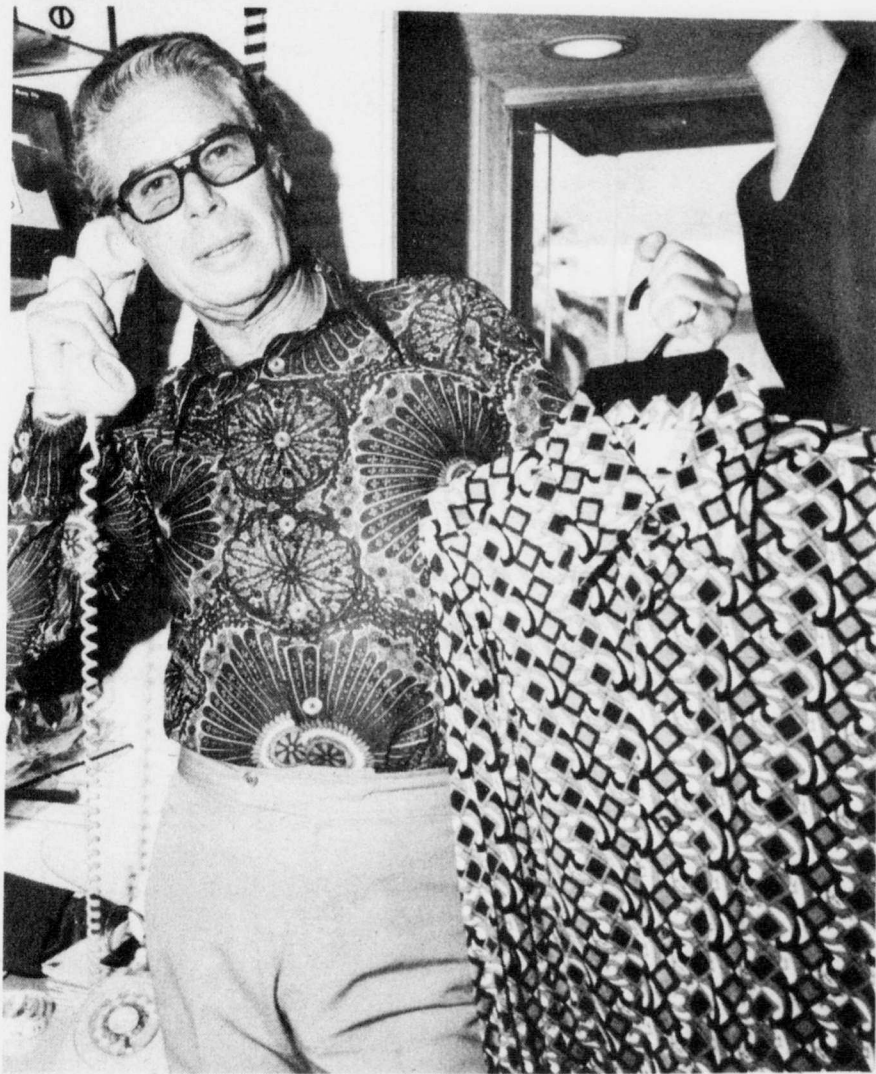
Super Sale

UP TO 1/2 OFF

SPORTSWEAR — GOWNS — CASUALS

SHOW BIZ BOUTIQUE

452 No. Palm Canyon, Palm Springs 325-8009



SY DEVORE QUALITY — Carl Martin holds up one of the many fine printed shirts at Sy Devore at 188 North Palm Canyon Drive. The elegant men's shop has fine leather jackets and suit ensembles that any shoppers who are fashioned minded can add to their wardrobe. (Photo by Chuck Scardina)

STOREWIDE Summertime Savings

DRESSES

Values to \$50

\$10⁰⁰ to \$32⁰⁰

SLACKS

Values to \$30

\$10⁰⁰ to \$20⁰⁰

SPORTSWEAR

PANTS-BLOUSES-SHORTS

SKIRTS & TOPS \$4⁰⁰ to \$20⁰⁰
Values to \$30⁰⁰

Handbags-Jewelry-Lingerie

ALL ITEMS FROM OUR REGULAR
FASHION STOCK

at

Miss K-G

OPEN MON. & FRI. 'TIL 9 p.m.

SUNDAY 12 to 5 p.m.

K-G MEN'S STORE

ONCE A YEAR GIGANTIC CLEAN SWEEP SALE



LONG
SLEEVE
SPORT SHIRTS
**HALF
PRICED**

SHORT
SLEEVE
DRESS SHIRTS
**HALF
PRICED**



THOUSANDS OF OTHER ITEMS
SALE PRICED

THOUSANDS OF OTHER ITEMS
SALE PRICED



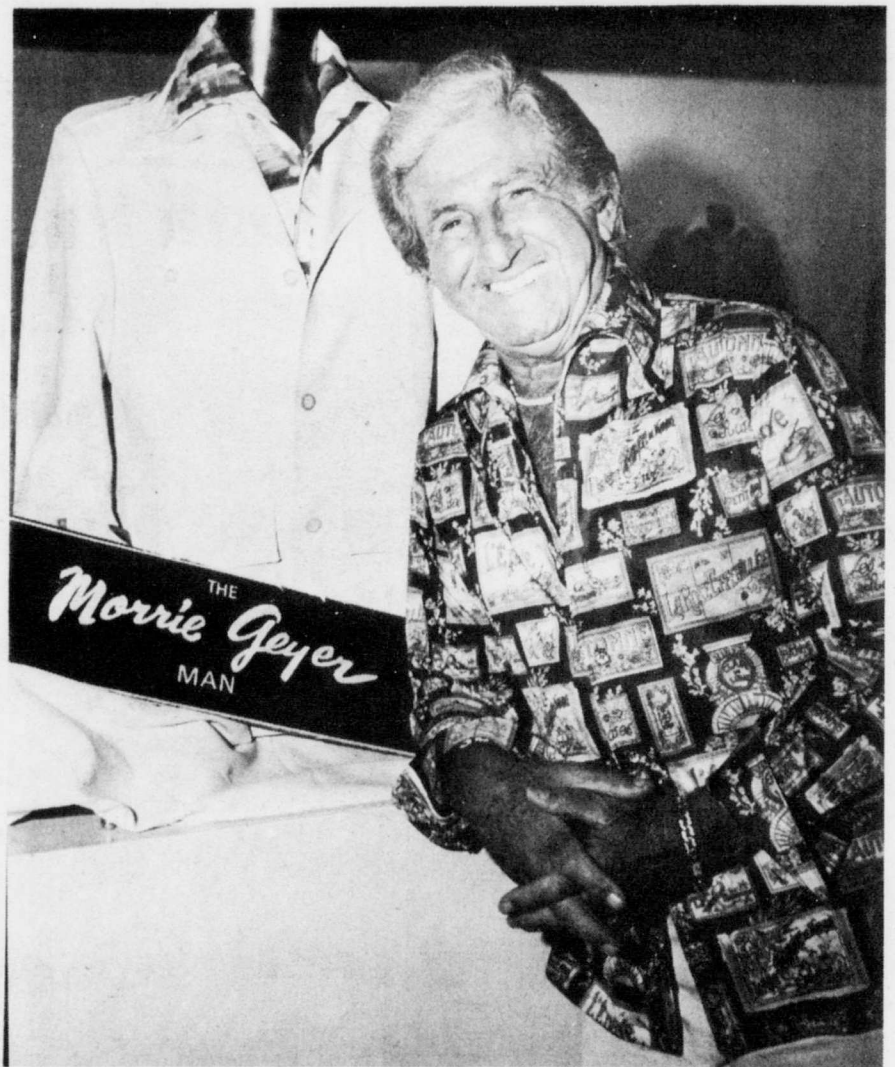
MON. & FRI.
'TIL 9 P.M.

palm springs mall
Tahquitz-McCallum Way at Farrell Dr., Palm Springs, Calif.

SUNDAY
12 to 5 P.M.



DRUMMING UP SALES — Joanne Wilbrecht fashions some of the many bargains to be found in the Moccasin Shop at 174 North Palm Canyon Drive. On hand for Clean Sweep bargain days are some handsome turquoise jewelry and Indian leather goods. Come in and say "How!" (Photo by Chuck Scardina)



THE MAN — Morrie Geyer of Morrie Geyer's men shop at 266 North Palm Springs is slashing prices during Clean Sweep Bargain Days. Morrie says that the merchandise is always in style. He has some great colors in leisure suits and slacks. (Photo by Chuck Scardina)

BALLY — JOHNSTON & MURPHY — NUNN BUSH

SHOE SALE

\$14⁹⁰ to \$29⁹⁰

Values to \$65.00 — not all sizes in all colors

ted land

ALL SALES FINAL
NO REFUNDS
NO EXCHANGES

PALM SPRINGS DESERT INN FASHION PLAZA 325-2218

"Hooray I'm Pregnant"

THE WATERMELON SEED
palm springs mall
327-7870
come in and see
our baby boutique

Gingham Check and
Pique With a Cool
Look at Summer!

SUMMER SALE ITEMS
20% to 50% OFF

We have a complete line
from bathing suits to evening dresses

GEORGE HILLA'S

ARGYLE MEN'S WEAR **shop**

PH. 327-3818

Come CLEAN with latest
fashions or SWEEP
through our sale racks.
Selection of sport coats,
jackets, cardigans, dress
shirts and swim wear
marked down.



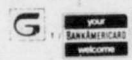
PALM SPRINGS MALL "ON THE STRIPE" (next to B of A)

CLEAN SWEEP SALE

UP TO **50% OFF**

Lois Wilson's
mode o'day

Palm Springs Mall



CLEAN SWEEP SALE

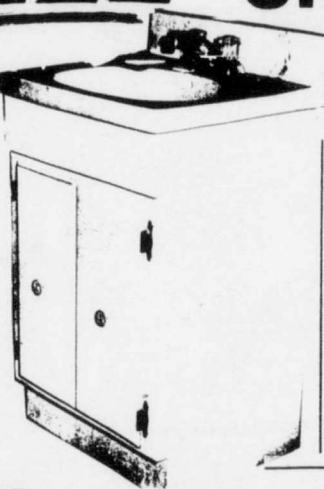
WE WILL NOT BE UNDER SOLD!

**Charette 30
GAS
Bar-B-Q**
By Armco



Bath Vanity

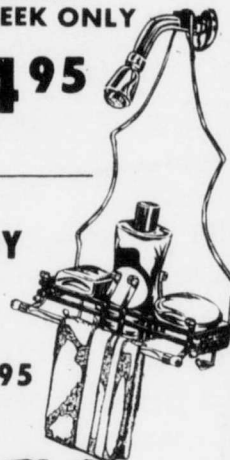
17 x 20
—With—
Cultured
Marble Top
\$39⁹⁵



**MOEN
REPLACEMENT
CARTRIDGE**

Fits all Moen faucets and
installs
in minutes.
THIS WEEK ONLY

\$4⁹⁵



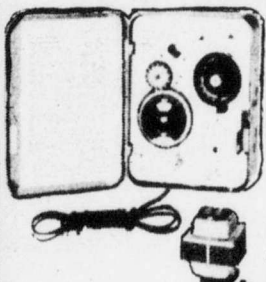
**THE
SHOWER CADDY**

Chrome plated and designed
to add to the decor of any
shower. Holds all of those
personal little items
you remember after
you're wet.

\$5⁹⁵

lawn genie

R 303LG 3 STATION CONTROL



5.60 MINUTES
PER STATION
EACH STATION
OPERATES ONE
VALVE AT A TIME
ANY SKIP-A-DAY
PROGRAM
RAIN SWITCH
MANUAL SWITCH
SAFE 24 VOLTS AC
UL LISTED PLUG IN
TRANSFORMER
CLASS TWO WIRING
NO CONDUIT NEEDED

Reg. \$42.50 SALE

\$29⁹⁵

Clean Sweep

\$109⁹⁵

On Post



reg. 27.95

**SINGLE
LEVER
SINK FAUCET**

\$21⁹⁵

FREE



FAUCET WASHERS
No Purchase Necessary

Palm Springs

PLUMBING

COMPANY INC.

"Complete Line of Plumbing Supplies"

208' North Indian Ave.

BANKAMERICARD ACCEPTED

Phone 325-6704



**Chrome
& Brass
Framed**

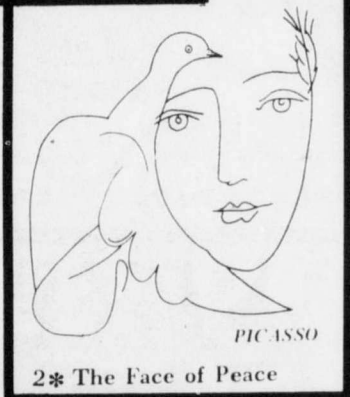
Pictures

- ☆ The Bath
- ☆ Converging Lines
- ☆ Hand Flowers
- ☆ Nude/Matisse
- ☆ Face of Peace

\$11.95



\$16.95



PICASSO

2* The Face of Peace

**VANITY
STOOL**

Brass with
White Vinyl Cushion

\$9⁹⁵

SPECIAL

For Clean Sweep



**THE BATH
BOUTIQUE**

Palm Springs Plumbing Co., Inc.

208 No. Indian Ave.
325-2565

**CLEAN SWEEP
SUPER SAVINGS**

25% OFF!

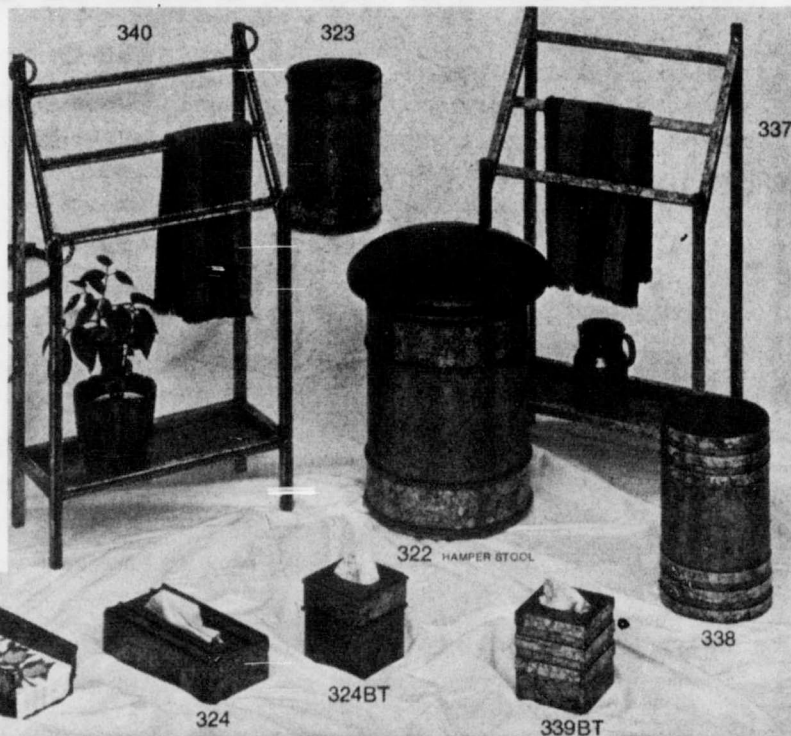
Decoratior Towel
Shower Curtains

Lucite Accessories
Village Bath Products

Decorative Towel Bars
Ginseng Soap

TOWNHOUSE ORIGINALS

ARTISTRY
IN IRON
WITH
BEAUTIFUL
GOLD AND
SILVER
LEAF



JCPenney



31 pairs Only
Women's braided vamp cross strap
 Orig. 3.99 **Now 2.88**
47 pairs Only
4 band Sandal
 padded insole
 Orig. 4.99 **Now 2.88**

Girls

500 Only
Girls short sets
 sizes 3-6x and 7-14
 Special Buy **1.22**
48 Only

Girls knit tops 3-6x
 sleeveless red and blue
 Orig. 1.99 **Now 2/3.00**

Girls knit tops 7-14
 short sleeve red and blue
 Orig. 1.99 **Now 2/3.00**



PALM SPRINGS MALL
 Corner Tahquitz-McCallum
 and Farrell Dr.

Shoes

All Keds Tennis Shoes

Mens and Womens Sizes
 Assorted styles and color
 Orig. 15.99

Now 6.88

18 pairs Only
Ladies denim wedge
 Orig. 5.00 **Now 2.88**
22 pairs Only
Low heel casual ladies
 Orig. 10.99 **Now 7.88**
180 pairs Only
Crossover Sandal
 sling back
3.99



Womens

288 Only
Tank tops
 polyester and polyester and cotton
 S-M-L
 Special Buy **1.99**
192 Only
Novelty print bikini
 100% nylon tricot
 Special Buy **.66**
420 Only
Womens shifts
 polyester and cotton
 misses and queen sizes
 Special Buy **3.44**



56 pairs Only
Buffalo Sandal
5.88

24 pairs Only
Cork sole sandal heel
 Orig. 11.99 **Now 5.88**
108 pairs Only
Three band sling sandal
3.99

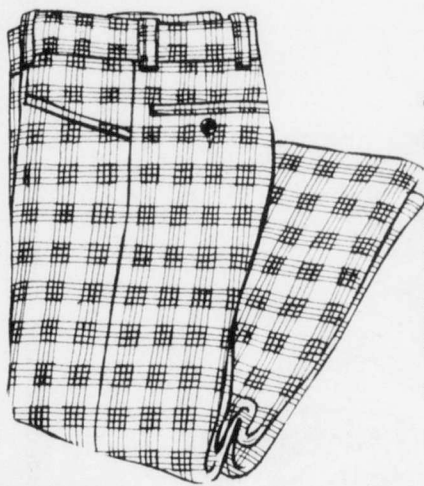
Womens

83 Only
Summer Halter Dresses
 Sizzlers Sizes 3-11
 Special Buy **7.88**
230 Only
Pull-on Pant
 polyester sizes misses and queen
 Special Buy **3.44**
Many
Bathing Suits
 Assorted and all sizes
 Special Buy **5.99 to 10.99**



HOURS:
 Monday and Friday 9:30 to 9 P.M.
 Tues., Wed., Thurs., Sat.
 9:30 to 6 P.M.
OPEN EVERY SUNDAY
 12:00 to 5 p.m.

JCPenney



36 Only
Sport coats
broken sizes
Orig. 39.95 **Now 21.88**

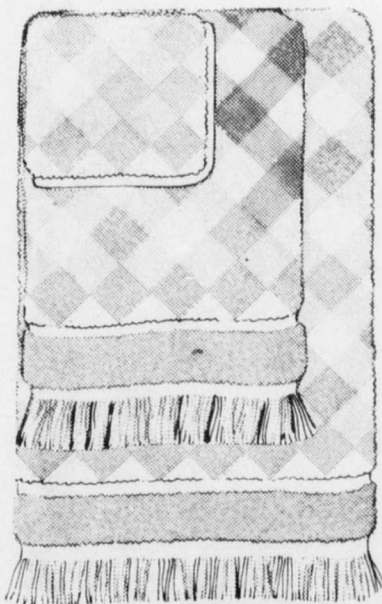
48 Only
Ties
"4 in hand"
Special 4 / 5.00

For the Home

50 Only
Bathroom rugs
sizes 24x45 and 27x45
25% Off

36 Only
Quilted Hampers
Baskets
Brush holders
colors gold,
green and black
25% Off

12 Only
Table Cloths
70 inch round velvet
red and green
Orig. 20.00 **Now 9.88**



Men's

400 Only
Seersucker Slacks
100% polyester
sizes 31-40
Orig. 15.00 **Now 7.99**

240 Only
Woven sport shirts
short sleeves
Special 2.99

48 Only
Shirt Assortment
various fabrics
long sleeves
sizes-m & l
orig. - 12.00 **Special 2.88**

For the Home

24 Only
Curtain tie backs
50% Off

80 Only
Bath Accessories
cups, soap dishes,
baskets, tissue holders,
tooth brush holders
and hand towel bars
50% Off

86 Only
Mattress Pads
twin and full sizes
1.88

50 Only
Shower curtains
assorted colors
1.44

200 Only
Percal and muslin
sheets no-iron
fitted with some flats
cases **1.99**
twin **1.99**
fulls **2.99**
queen **3.99**
western king **4.99**

500 Only
Fashion print,
florals and checks
bath towel 1.22
hand towel .88
wash .33

Boys'

240 Only
Crewneck knit shirts
short sleeve
no pocket
similar to illustration
sizes 5, 8, 12, 16
Special 1.50

30 Only
Cut Off Jeans
navy (only)
sizes 8-16
Special 2.50

9 Only
Jean Jackets
pre-school sizes s & m
green and burgundy
Orig. 7.00 **Now 2.88**

Infants

27 Only
Fitted crib sheets
elastic ends
Orig. 4.79 **Now 2.88**

100 Only
Fitted bassinette sheets
knit bottom sheet
Orig. 2/2.19 **Now 2 / 1.50**

For the Home

21 Only
Animal Cookie Jars
Special 6.99

15 Only
Electric Bun Warner
Orig. 9.49 **Now 6.88**

Yardage

Polyester blends
solids and prints
size 60
Orig. 3.66-3.99
Now 1.44 to 1.88

Knitting Accessories
Needles and
crochet hooks
Orig. .30 to 2.95
Now .10 to 1.88



Women's Accessories

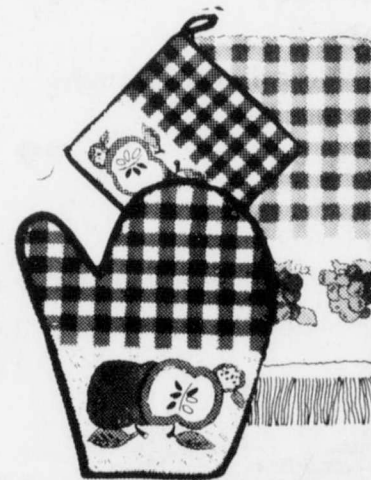
Womens Handbags
assorted styles
Orig. 6.00 to 12.00
Now 3.88 and 6.88

Toys

17 Only
Baby pool float
Orig. 2.88 **Now 1.88**

50 Only
Fisher Price® dolls
Orig. 5.88 **Now 3.88**

130 Only
5 transistor
Am radio
Special Buy **2.99**

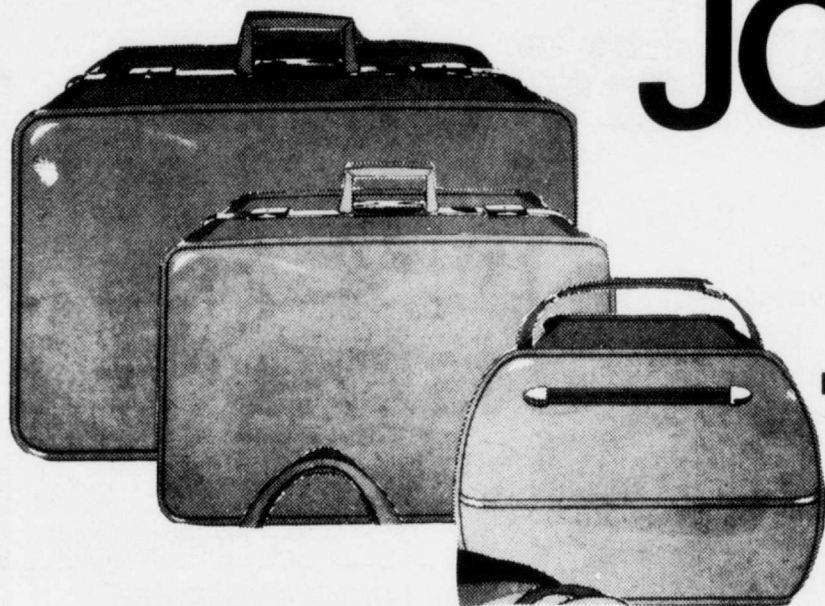


Kitchen

Coordinate's

300 Only
broken styles
towel .66
mitts .66
hot pad .33
wash cloth .33
aprons 1.66

JCPenney



Luggage

60 Only

Womens Flexside® Luggage

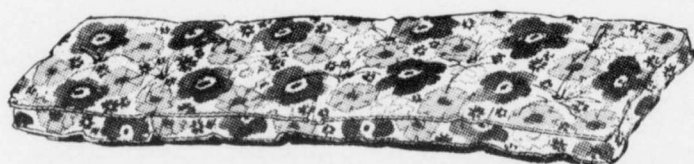
30 tote	Orig. 24.00	Now 13.99
10 21 inch	Orig. 27.48	Now 14.99
20 26 inch	Orig. 39.98	Now 23.99

8 Only

Foot lockers

Blue denim (30x16x12) Orig. 17.00 Now 12.99

Samsonite® (Silhouette) Luggage
50% Off



Patio Furniture and Accessories

19 Only

Folding chair with pad
Special Buy 8.99

14 Only

Foam chaise pad
2 inches thick
Special Buy 7.99

6 Only

Electric pedistal Hibachi
cast aluminum
Special Buy 15.99

9 Only

Folding Braziers 18 inch
cordless rotisserie and 4-inch
wind screen

Special 7.99

2 Only

Electric Kettle 16 inch
Special 29.99

4 Only

Jr. Dorm Trunk

blue denim (30x16x16)

Orig. 21.00 Now 15.99

4 Only

Decorator Trunk (cube)

stars and stripes (17x17x20)

Orig. 18.00 Now 13.99



Automotive Pinto Poly 4 Ply Polyester White Walls

No trade in required

			Retail	Fet.
4700	10	A78-13	15.99	1.76
4701	28	E7-14	18.99	2.27
4702	20	F78-14	18.99	2.40
4703	50	G78-14	18.99	2.56
4704	34	G78-15	19.99	2.60
4705	29	H78-15	19.99	2.83

Now 37⁸⁸

Bicycle — 20 inch coaster brake

12 Girls — color, green

18 Boys — color, yellow



Now 37⁸⁸





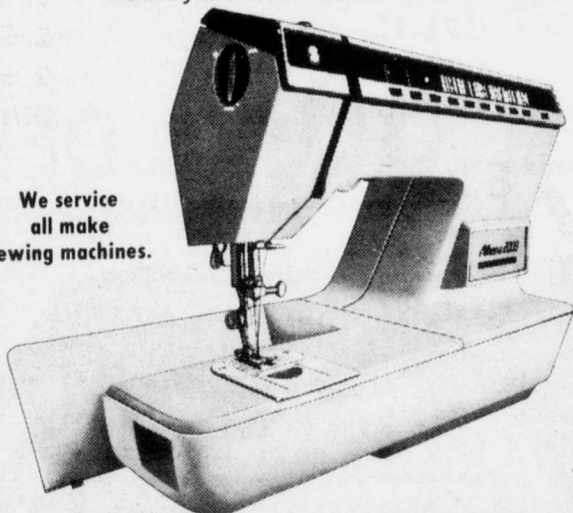
SUITS REDUCED — George Weill of George Weill fashions at 170 North Palm Canyon Drive holds up two bargains for Clean Sweep Bargain Days. The fashionable shop holds many bargain surprises for that special lady of the house. Drop in and say hello. (Photo by Chuck Scardina)

Singer presents

the first electronic home sewing machine in the world.

Select your stitch. Touch a button. And sew instantly.

We service all make sewing machines.



Athena 2000 sewing machine



Built-in 'memory bank' ready to perform at your touch.



Exclusive Flip & Sew* 2-way sewing surface...



Just flip a panel to sew in-the-round.

From this moment on you can 'create' rather than operate. Because Singer engineers have invented an electronic space-age marvel that replaces over 350 parts. There are no cams to insert. No complicated adjustments. Every stitch you could want is built into a 'memory bank'

at your fingertips. The Athena 2000 sewing machine all but thinks for you. Come in for a demonstration. And let a new era of easier sewing begin for you.

SINGER

Sewing Centers and participating Approved Dealers.

MON. thru SAT.
10 A.M. to 6 P.M.
CLOSED SUNDAY

327-1337

palm springs mall
Tahquitz-McCallum Way at Farrell Dr., Palm Springs, Calif.

*A Trademark of THE SINGER COMPANY

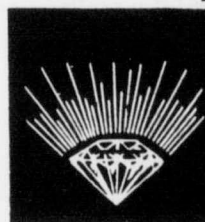
Leeds JEWELERS

10TH ANNUAL SUMMER

Diamond SALE

NOT JUST A FEW RINGS — BUT every single ring in stock is being offered at a reduction of

25% OFF



JUST IMAGINE! WITH GOLD AND DIAMONDS GOING UP ALMOST EVERY DAY YOU CAN INVEST IN THE FUTURE BY SELECTING THAT DIAMOND NOW, DURING THIS SALE

- DIAMOND BRIDAL SETS
 - DIAMOND WEDDING RINGS
 - MEN'S DIAMOND RINGS
 - DIAMOND COCKTAIL RINGS
 - DIAMOND EARRINGS
 - DIAMOND JEWELRY
 - LOOSE DIAMONDS TOO
- LET **Leeds** REMOUNT YOUR OLD RINGS AT-
25% OFF

Easy Budget Terms and
LAY AWAYS TOO!



Leeds
JEWELERS



palm springs mall
Tahquitz-McCallum Way at Farrell Dr., Palm Springs, Calif.

also at **LEEDS, INDIO**
82-718 Miles Ave.

WE'RE SWEEPING OUT
The **COUNTRY HOUSE**

Hundreds of
TOPS • SHIRTS
SWEATERS

50% OFF

TUB of HALTERS NOW ... \$3⁰⁰
Values to \$20⁰⁰

SKIRTS, DRESSES NOW ... \$10⁰⁰
Values to \$50.00

THE
COUNTRY HOUSE 223 S. Palm Canyon Dr. 325-4787

SPORTSHIRTS

Values to \$22.50

NOW ... \$9⁸⁸
2 FOR \$18⁰⁰

SLACKS

Values to \$40.00

NOW ... \$19⁸⁸
2 FOR \$38⁰⁰

SUITS

SPORTCOATS
LEISURE JACKETS
Values to \$150.00

NOW ... \$29⁰⁰

BankAmericard
Master Charge

MR.

Ray's

150 N. PALM CANYON DR. CLOSING FOR THE SUMMER ON JULY 12



CARLOS'
MENSWEAR

"FOR MEN OF GOOD TASTE"

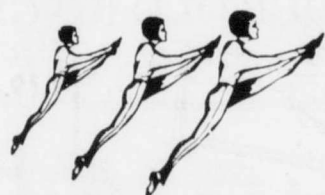
134 So. Palm Canyon Drive

Palm Springs, Calif.

Phone (714) 325-7019

**AN UNPRECEDENTED
EXTRA SALE**

at



Pants Galore

22 THE PLAZA

A MID-SUMMER CLEAN SWEEP OF

PANTS
BLOUSES
SHORTS
PANT SUITS
SWIM SUITS

1/2

at

Sizes 6 to 46

All major credit cards

PRICE

Variations
OF PALM SPRINGS

SALE

**ANTIQUE COPPER
UNIQUE
DECORATOR PIECES**

From Iran

STEW POTS —
OIL JARS
TUBS-PAIS-ETC.

50% OFF

SISAL MACRAME PLANT HANGERS

ALL SIZES

★ Carpet Nylon Plant Hangers
20% OFF

★ Pots (All Sizes & Shapes) All Colors:
33 1/3 % OFF
White, Yel., Etc.

UNUSUAL JEWELRY

Including Jade, Coral-RINGS, EARRINGS, NECKLACES
Puka Shell Necklaces

MANY UNUSUAL GIFT ITEMS

ONYX, WOOD, CERAMICS

at Greatly Reduced Clean Sweep Prices!



Variations *Come in and browse*
OF PALM SPRINGS

125 The Plaza at Indian Ave. Across from A&W Root Beer • 325-4780

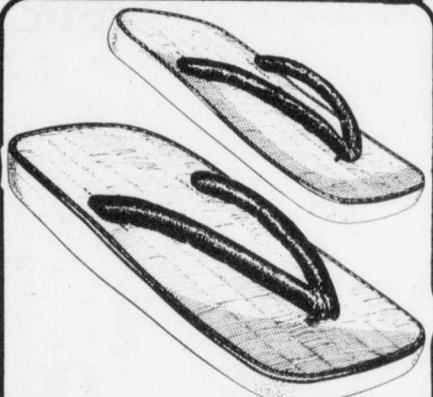


REG.
4.44

3⁶⁷

BAMBOO BLINDS

Deluxe bamboo blinds keep you in cool, comfortable shade in the strongest sunlight. Large 6x6-foot size to fit porch or patio.



REG.
1.99

1⁶⁶

TATAMI SANDALS

Men's and women's cool straw insole sandals with sueded vinyl straps and trimmed with comfortable wedge rubber soles. Many colors too!



REG.
3.39

2⁵⁶

NEW BEACH TOWELS

Bright novelty beach towels of 100% cotton terry in a wide assortment of patterns & styles to choose from. Washable. Many colors.



REG.
2.19

1⁴⁷

MIRROR SUNGLASSES

Great-looking Try-Star sunglasses in assorted men's and women's styles. Each with metal frames, mirror lenses. Great low price!

Thrifty

DRUG AND DISCOUNT STORES

CLEAN SWEEP SALE

- 366-368 S. Palm Canyon Dr., Palm Springs
- 2333 Farrell Dr. & McCallum Way, Palm Springs
- 82-123 Ave. 46, Highway 111 & Monroe, Indio
- Sunset Ave. & Ramsey, Banning
- 69044 Highway 111 & Date Palm, Cathedral City
- Highway 111 & Highway 74, Palm Desert
- Highway 86 & 50th Ave., Coachella

OPEN DAILY 9:00 AM-10:00 PM FOR YOUR SHOPPING CONVENIENCE

- Large 60"x40" Size
- 14-Gauge Vinyl Construction
- Colorful Interior & Exterior



FANTASTIC
ONLY!
REG. 7.69

5⁹⁹

INFLATABLE 1-MAN BOAT

Inflate this beauty and there's lots of room for 1. Durable, heavy-duty, 14-gauge embossed vinyl construction. Lightweight, yet tough enough for you to use on the ocean, or just in your pool. Large 60" x 40" deflated size with bright, colorful interior & exterior. Great price! Hurry!



Made to
Sell for
24.95

1²⁸⁸

KETTLE BARBEQUE

Rugged, heavy-duty steel, porcelainized inside and out. Compact enough to use almost anywhere. Collapsible legs for storage.



REG.
11.96

8⁹⁶

PATIO CHAIRS

Folding padded aluminum patio chairs. 1" polished high strength aluminum tubing post leg construction. Polyfoam pad, plastic arms.

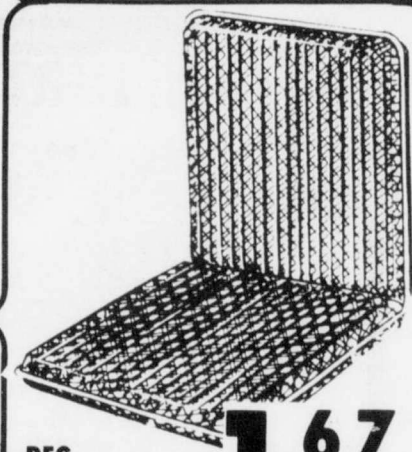


REG.
6.96

4⁹⁶

KNIFE EDGE PADS

Large 24x72" tufted vinyl floral chaise pad fits easily on your favorite patio lounge. Duck backing, heavy welt, polyfoam fill.



REG.
2.39

1⁶⁷

AUTO SEAT CUSHION

Deluxe ventilated auto seat cushions are reinforced to last longer. Provide cool ventilation on hot days. Drive in comfort!



REG.
1.19

88¢

30-QT. ICE CHEST

Deluxe expanded polystyrene ice chest will not rot or mold. Keeps hot foods hot and cold foods cold. Lightweight, easy carry!



REG.
14.99

11⁹⁹

THERMOS® COOLER

45-Quart Thermos® cooler for picnics, patios or any outing. Large area for storing cans or food plus lift-out food tray. Red, green.



REG.
1.44

1¹⁸

ROYAL OAK CHARCOAL

Quick starting type charcoal. 10-lb. bag.



REG.
99¢

66¢

"SIZZLER" BEACHBALL

Brightly colored 9" vinyl balls. Value!



REG.
1.88

99¢

THRIFTY SUN TAN LOTION

Tans you fast without burning. 8-OZ.



REG.
1.29

79¢

THERMOTABS SALT TABLETS

An effective aid in the prevention of heat fatigue caused by loss of body salts.



DIAMOND TERRY — Terry Weiner of Leeds Jewelry displays a diamond matched wedding band set, and a rather spiffy diamond ring on his finger, at the Palm Springs Mall shop. The store also features fine silver tea sets, electronic watches and lives up to its motto, "Your Friendly California Jewelers." (Photo by Chuck Scardina)

FREE EAR PIERCING

WITH PURCHASE OF
24 K GOLD PLATED SURGICAL STEEL STUDS

\$10⁰⁰ ANY DAY OF THE WEEK (CLOSED SUNDAY)

Come in and get Acquainted

BRING THIS COUPON AND BUY
ANY PAIR OF EARRINGS — DIAMONDS,
JADE, PEARL, GOLD — **FOR 20% OFF**

COUPON

20% OFF ANY PAIR
OF
EARRINGS
IN STOCK

WITH COUPON
VALID JULY 7 — 12
PACKOUZ JEWELERS — 125 S. Palm Canyon Dr.

PACKOUZ JEWELERS

125 SO. PALM CANYON DRIVE

PALM SPRINGS

325-4300



NELSON'S Oasis
MEN'S SHOP



115 SO. PALM CANYON DRIVE

325-2467

Make a "Clean-Sweep" of:

☆ **100% POLYESTER SPORTCOATS**
\$69.50 to \$125.00 **NOW ... \$37⁷⁷**

☆ **100% POLYESTER SLAXS**
\$25.00 to \$50.00 **NOW ... 1/2 PRICE**

☆ **SHORT and LONG SLEEVE SHIRTS**
\$10.00 to \$25.00 **NOW ... 1/2 PRICE**

Starts Monday, July 7th!

Lanz

Up to

1/2

Off

Entire Stock of

**SUMMER
FASHIONS**

Sportswear, Coats, Suits,
Dresses, Lingerie
Swimwear

Up to

1/2

Off

116 South Palm Canyon Drive Palm Springs 325-2891

CLEAN SWEEP

SALE

BEACHCOMBER SHOP

SWIMSUITS

Many From Famous Manufacturers
AT OUR LOWEST PRICES OF THE SEASON

● Substantially Reduced ●
DRESSES — SHIRTS — TOPS — SHORTS
HALTER DRESSES & Matching SWIMWEAR SETS
SWIMWEAR! SWIMWEAR! SWIMWEAR!

*Beachcomber
Shop*

OPEN 9 to 6
DAILY
INCLUDING
SUNDAY

100 NORTH PALM CANYON DRIVE
PALM SPRINGS, CALIFORNIA 92262

BANK-
AMERICARD
& MASTER
CHARGE

Corner N. Palm Canyon Drive & Tahquitz McCallum 325-9666

American Express • Diners • Carte Blanche

DON'T MISS IT! DESMOND'S CLEAN SWEEP

sale

SAVE UP TO 1/2 AND MORE!

SAVINGS FOR MEN	MEN'S Famous Name SLACKS Were 15.00 9.99	SWIMWEAR SPECIAL Boxer style in solids or patterns Were 11.00 to 14.00 5.99	MEN'S Famous Name KNIT SHIRTS Values from 14.00 to 18.00 7.99
Special Purchase Short Sleeve SPORT SHIRTS Reg. 16.00 to 18.00 8.99	Famous Name MEN'S UNDERWEAR Reg. 2/5.50 2/2.74	MEN'S HOSIERY Reg. 1.25 99¢ or 6/5.75	Men's Short Sleeve Knee Length PAJAMAS 6.49

SAVINGS FOR WOMEN	LONG DRESSES Dacron® and Cotton Voile Values to 54.00 34.99	SUMMER PANTSUITS 2 and 3 Piece Styles 16.99 to 29.99	Double-Knit Poly GOLF SHIRTS Reg. 20.00 - 26.00 13.99	Famous Names COORDINATES Pants, Jackets, and Skirts Were 16.00 to 50.00 1/3 OFF
Famous Name Poly Knit PANTS Solids and Patterns Were 20.00 to 24.00 11.99	Famous Name Poly Knit JAMAICAS Reg. 11.00 6.99	Famous Hawaiian Maker LONG PRINT DRESSES Were 56.00 35.99	SHORT SLEEVE SHIRTS Dacron and Cotton Assorted Prints Reg. 14.00 6.99	Long Sleeve Polyester Knit PRINT SHIRTS Were 18.00 to 21.00 11.99

DESMOND'S DESERT STORE—160 South Palm Canyon Drive



CENTER PHOTO GAL — Shelley Wiesmann, salesperson for Center Photo of Palm Springs Shopping Mall, holds up two famous brand 35mm cameras. They are just some of the big stock of photographic supplies for the amateur and professional photographer during Clean Sweep Bargain Days. (Photo by Chuck Scardina)

"Clean Sweep" STOREWIDE

HALF & LARGE SIZE WOMEN'S APPAREL
 Sizes 12½ to 32½
 36 to 52
 NAME BRANDS

Sale

BLOUSES
 Reg. \$16.00
\$8.88
 Sale ...

ALL SALES FINAL UP TO 60% OFF

SWEATERS 50% AND UP

CAPRIS 30% OFF

LONG DRESSES 30% AND UP

HOURS: MON. thru SAT. 9:30 — 5:30
 Everything for the Big, Beautiful Woman!

Fashion Center Stores
 248 SO. PALM CANYON DR.
 PALM SPRINGS 325-4516

We have the largest selection of beautiful "LARGE SIZE" LADIES CLOTHING ... SIZES 12½ to 32½ AND 36 to 52.

1/2 SHOP HERE FIRST ... AND SAVE! 1/2

PRICE SALE

LEISURE SUITS

SLAX (to size 52)

JEANS (to size 44)

SHIRTS (to 3X)

3-PC. VESTED SUITS

PRE-WASHED DENIM SETS

LEATHER JACKETS

BLAZERS

OVERALLS

T-SHIRTS

SHORTS

BELTS

**ALL SALES FINAL
 NO REFUNDS
 ALTERATIONS EXTRA**



Art's PANTLAND

Your High Fashion Specialty Shop For Guys & Gals

**ENTIRE
 REGULAR**

STOCK

1/2 OFF

SALE ENDS SAT. JULY 12

Art's PANTLAND

HEADQUARTERS

FOR LEISURE SUITS, DENIM SETS
 3-PIECE VESTED SUITS

252 SO. PALM CANYON DRIVE • FREE PARKING IN REAR FROM INDIAN AVE.
 (714) 325-8332 HOURS DAILY: 10 — 6 • SUNDAY: 11 — 4

PRICE SALE

DRESSES (Long & Short)

GALS TOPS

GALS PANTSUITS

HANDBAGS-PURSES

CAPS and HATS

DENIM SKIRTS

HALTER TOPS

STRING BIKINIS

SWIMWEAR

JACKETS

TANK TOPS

JEWELRY

**ALL SALES FINAL
 NO REFUNDS
 ALTERATIONS EXTRA**





MASTER'S CANDY LADY — Saleslady Mavis Maes shows off a box of Master's candy at the Palm Springs Mall during Clean Sweep Bargain Days. The shop also features gift wrapped chocolates, and all-day suckers for the sweet-toothed adventurers. (Photo by Chuck Scardina)

CLEAN SWEEP SPECIALS

SPORTCOATS & SUITS

NOW **1/2** OFF

Johnston & Murphy

SHOES

Values to \$65.00 **\$39⁸⁸**

NOW ...

SAVE NOW!

Gerry Maloof's

Men's Shop • Shoes
186 SOUTH PALM CANYON DRIVE

Palm Springs, Calif.

Phone 325-2586



STOREWIDE BARGAINS

50% OFF OR LESS

The Peddlers Ltd.

RESORT FASHIONS

Misses and Junior Sizes

190 SO. PALM CANYON DRIVE
325-7939 PALM SPRINGS



"CLEAN SWEEP"

SYNTHETIC FIBER CAP WIGS . . \$1⁰⁰
ALL LIGHT SHADES — Values to \$25.00

Qts. A.C.V. Reg. \$6.95
SHAMPOO CONCENTRATE Sale \$5⁹⁵

Qts. Clarirol Herbal Essence
SHAMPOO CONCENTRATE . Sale . . . \$5⁹⁵
makes 4 gallons Rich Shampoo Reg. \$6.95

Pt. PANTENE Shampoo Concentrate Sale . . . \$2⁷⁵
makes 1 gallon Rich Shampoo Reg. \$3.25

#60 Hair-Mate CURLING IRON . . Sale . . . \$8⁹⁵
Reg. \$10.95

#75 Hair-Mate CURLING IRON . . Sale . . . \$12⁹⁵
Reg. \$15.95

1 LB PRO SETTING GEL Sale . . . 88¢
Reg. \$1.50

Clarol Herbal Net
HAIRSPRAY Sale . . . 99¢
15 OZ. can Reg. \$1.50

Double Duck Travel Size
STYLING HAIR DRYER Sale . . . \$6⁷⁵
Reg. \$10.95

Pt. Aqua Foam Bubble Bath Sale . . . \$1³³
Reg. \$1.95

**DESERT
BEAUTY & BARBER SUPPLY**

192-4 South Palm Canyon Drive
Palm Springs, Cal. (Just below Desmond's)

CLEAN SWEEP SALE



PALM SPRINGS CAMERA AND SOUND IS FEATURING THE CLEANEST SWEEP OF ALL. CLEAN-UP ON THIS GREAT NEW ALBUM BY HELEN REDDY. WE'VE EVEN DISINFECTED THE PRICE!

HELEN REDDY'S NEW RELEASE "NO WAY TO TREAT A LADY"

FEATURING HER HIT SINGLE "BLUEBIRD" ON CAPITOL RECORDS. THIS SHINY NEW, CLEAN ALBUM ONLY

Other Records
and Tapes
from \$1²⁹

\$4.99



Memorex 1/2 Price Sale

90-Minute Cassette

Buy one at
regular price--
get the other
at 1/2 price



MEMOREX Recording Tape
Reproduction so true it can shatter glass.

PACKAGE
OF 2
Only . . \$4⁹⁸

Clean Sweep
Package Price . . . \$5²⁵

OPEN 7 DAYS

Palm Springs
Camera and Sound

160 NO. PALM CANYON DRIVE, PALM SPRINGS
325-3322

KLEEN

LADIES SPLIT COWHIDE JACKETS
BLUE TO MATCH DENIMS \$19⁵⁰
(REG. \$49.50)

MEN'S LEATHER JACKETS — LINED
At \$49⁰⁰ (WERE \$79.00 & \$110.00)

MEN'S CORDUROY JACKETS
At \$17⁵⁰ (REG. \$45.00)

IMPORTED
WHITE
PERFORATED
Clog . . . \$8⁵⁰

DUNHAM TRUKKERS
\$8⁰⁰ (REG. \$18.00)

WOMEN'S HUARACHE
WEDGE . . . \$8.00 (REG. \$18.00)

CHILDREN'S SANDALS
1/2 PRICE



SWEEP

YOU WILL FIND SOME
NICE BARGAINS
IN OUR AUTHENTIC
INDIAN JEWELRY
DEPT.

GOOD
BARGAINS
IN ALL
DEPARTMENTS

NO LAYAWAYS OR
REFUNDS ON SALE
MERCHANDISE

SALE

The **MOCCASIN** *Shop*

174 No. PALM CANYON
DRIVE, PALM SPRINGS

OPEN EVENINGS

MasterCharge BankAmericard
IN PALM SPRINGS

QUALITY COSTS NO MORE DOWNTOWN

Walker Scott

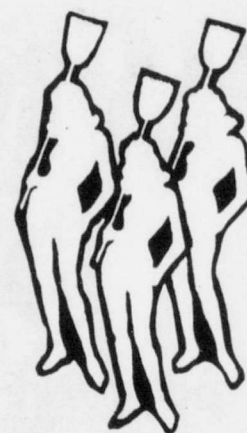
palm springs mall
Tahquitz-McCallum Way at Farrell Dr., Palm Springs, Calif.

**CLEAN UP BIG SAVINGS
IN OUR ANNUAL SUMMER**

CLEAN SWEEP SALE

Starts Sun. July 6 thru Sat. July 12

**Sorry, no mail or phone orders . . .
all items subject to prior sale**



ORIG. \$3-\$7 SUMMER HATS

1.99-3.99

Choose from breezy straws and fabulous fabrics in an assortment of summer styles. Hurry!

ORIG. \$4 ACCENT SCARVES

2.99

Save 1/4 on chiffon & polyester scarves. Ideal tied, draped or combined with jewelry.

ORIG. \$2-\$10 COSTUME JEWELRY

1/2 price

Rush for this fantastic selection of bracelets, chains, earrings, beads & much more! Popular fall and summer styles to choose from. **\$1-\$5**

SPRING & SUMMER HANDBAGS

3.99-18.99

Orig. \$5-\$33! Enjoy savings of 20%-42% on straws, vinyls & fabrics in pastels, solids, combinations and novelties. Shop early for best selection!

WOMEN'S DRESS & CASUAL SHOES

8.88 pr.

Orig. 15.99-23.95! Be here very early for first choice from over 800 pairs in an array of open & closed styles. All are in the latest fashion colors at spectacular savings of 44%-63%!

MISSSES' PLAYWEAR BUYS

4.99-8.99

Orig. \$8-\$15! Save 38%-40% on cord stripe shorts, culottes, skivvies of pure polyester. All from a most famous maker!

MISSSES' ORIG. \$16 PRINT SHIRTS

10.99

Very famous brand name shirts at a reduction of 31%! All are short sleeved . . . ideal for summer!

MISSSES' ORIG. \$9 SHELL BUYS

save 1/3

Summer-right sleeveless styling with mock-turtle neck. Easy-care textured polyester. **5.99**

MISSSES' ORIG. \$12-\$16 SHIRTS

6.99-9.99

Take your choice of sheer & crinkle shirts of 100% nylon at 38%-42% savings. Long sleeved styling. Great over a tank for summer wear.

MISSSES' SUMMER SPORTSWEAR

4.99-6.99

Orig. \$6-\$16 group of sleeveless tops, shorts & culottes from a famous Calif. maker. Colorful novelty styles at great savings of 17%-56%!

MISSSES' ORIG. \$18-\$21 PANTS

9.99-14.39

Be very early for 31%-45% savings on pull-on basic pants. Well-known labels, of course! Many summer colors in misses' sizes, so hurry!

MISSSES' ORIG. \$20 SHEER SHIRTS

12.59

Save 37%! An array of novelty prints from a most renowned maker. Hurry, quantities are limited!

MISSSES' ORIG. \$22-\$50 DRESSES

1/2 price

Many styles and colors to choose from in this street-length assortment. **10.99-24.99**

MISSSES' CALIF. COORDINATES

1/3 off

Orig. \$14-\$36 sportswear in spring and summer shades. Find pull-on pants, blazers, vests, skirts and some jackets. Sleeveless, short & long sleeved print shirts, too. **9.39-23.99**

MISSSES' POLYESTER PANTSUITS

12.99

Very special purchase! Good selection of colorful styles at this low price. Better hurry!

HALF-SIZE DRESS SAVINGS

9.99-17.99

Orig. \$20-\$36! Contemporary styles in a variety of popular fabrics. Fashion hues.

LARGE-SIZE SPORTSWEAR VALUES

1/2 off

Orig. \$14-\$22 tops and pants group of 100% polyester. Many colorful choices. **6.99-10.99**

ORIG. \$8 COVER COAT BUYS

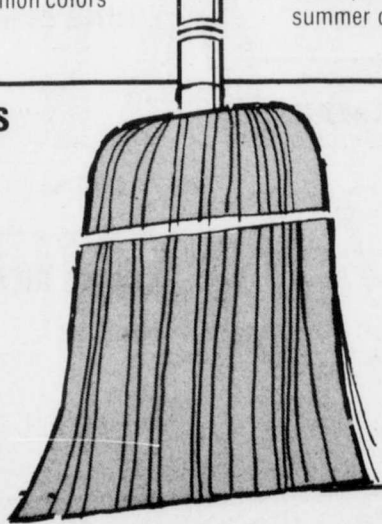
4.99

Ideal as a beach cover up! All over nylon lace in white & pastels. Hurry for 38% savings!

MISSSES' PANTS SAVINGS

8.99-11.99

Orig. \$14-\$16 pull-on & fashion pants reduced 25%-36%! Polyester knits & gabardines . . . polyester/cotton fabrics, too. Colorful buys!



**TAKE A
Sunliner
BUS ON US**

FREE PASSES WHILE SUPPLY LASTS

SHOP MON., FRI. 10-9, TUES., WED., THURS., SAT. 10-6, SUN. 12-5

Walker Scott

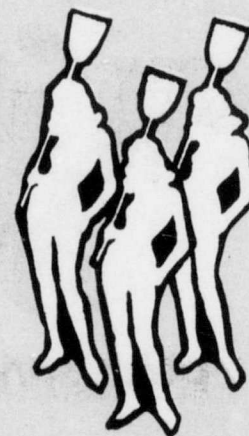
palm springs mall
Tahquitz-McCallum Way at Farrell Dr., Palm Springs, Calif.

**CLEAN UP BIG SAVINGS
IN OUR ANNUAL SUMMER**

CLEAN SWEEP SALE

Starts Sun. July 6 thru Sat. July 12

**Sorry, no mail or phone orders . . .
all items subject to prior sale**



ORIG. \$5-\$30 NYLON SLEEPWEAR

2.99-19.99

Save 33%-40% on long gowns, shift gowns, baby dolls & peignoir sets of easy care tricot.

ORIG. \$5-\$8 BANDEAU BRAS

save 1/2

Outstanding savings on discontinued styles & colors from many famous makers. **2.49-3.99**

ORIG. \$5-\$6 SLEEPWEAR BUYS

3.99-4.99

Girls' & little girls' summer group of long gowns & baby dolls in solids, prints. Broken 4-6x & 7-14 sizes. Not all styles in all colors.

ORIG. 19.99-\$44 PARTY PAJAMAS

9.99-16.99

Fabulous 50%-61% savings! Variety of colorful styles in care-free fabrics. Be early for these!

ORIG. \$10-\$30 LOUNGEWEAR

6.99-19.99

Good group of robes, dusters, shifts & hostess wear in assorted styles & fabrics. Save 30%-33%!

JUNIORS' POLY SEPARATES

1/3 off

Orig. \$6-\$22 knit shirts, tops, pants and skirts in colorful styles. Shop early! **3.99-14.66**

JRS.' DRESSES & PANTSUITS

16.99-31.99

Orig. \$26-\$48, now reduced for 33%-35% savings! Good assortment of styles in broken sizes.

JUNIORS' ORIG. \$14-\$20 PANTS

1/2 price

Rush for super savings on this big assortment of styles in popular fabrics. **6.99-9.99**

KLEINERTS® BOXED PLAY SETS

1/2 price

Orig. 5.50-\$6! Boys' & girls' styles of machine washable stretch terry & brushed acetate. Flame retardant, gripper crotch. S-m-l. **2.69-2.99**

BOYS' FAMOUS DENIM JEANS

5.99

Orig. \$9! Permanently pressed polyester/cotton bell bottoms in sizes 8-14. Save 1/3 today!

BOYS' COTTON KNIT TANK TOPS

save 1/3

Orig. \$3! Cool & comfortable for summer days. White with contrast stitched trim. **1.99**

BOYS' ORIG. 14.50 JEANS

6.99

Save 7.50! Polyester/ rayon brushed denims in navy, light blue & tan. Sizes 8-16. Hurry!

TO OUR CUSTOMERS: SUPPLIES OF
SPECIALLY PRICED SALE MERCHANDISE
ARE LIMITED. WHEN STOCK ON HAND IS
SOLD, NO MORE IS AVAILABLE.

BOYS' FAMOUS PLAID FLARES

5.99

Rush for cuffed & uncuffed belt-loop pants in red plaid only. Never need ironing, 8-16.

17.50 VAL. MALIBU SKATEBOARDS

12.99

Save 4.50! Laminated wood board with full action trucks and extra wide urethane wheels. Hurry!

79.99 VALUE 10-SPEED BICYCLE

save \$20

Men's style imported bicycle with complete CHP reflector requirements. \$5 set-up charge. **59.99**

1.25 VALUE WHAMO® FRISBEE®

69c

Save a whopping 45% on this always popular outdoor sport. Ideal for beaches, picnics & more!

YOUNG MEN'S CHAMBRAY SHIRTS

6.99

Lightweight all cotton sport shirts suitable for embroidery. Contrast stitched, s-m-l-xl. Blue.

YOUNG MEN'S FAMOUS KNIT SHIRTS

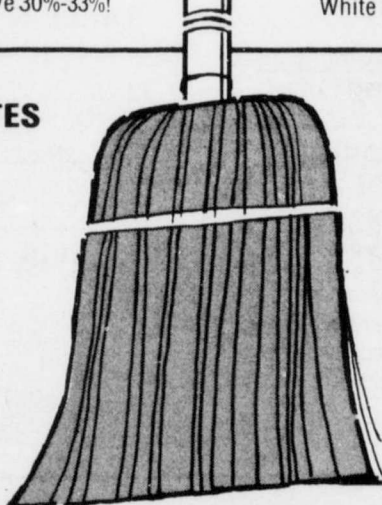
2.99

Orig. \$5-\$8 short sleeved crew neck shirts in assorted washable fabrics. Rush to save \$2-\$5!

YOUNG MEN'S SPORT SHIRT BUYS

4.99

Orig. \$9 short sleeved shirts of 100% nylon in solid colors, sizes s-m-l-xl. Save 45%!



FREE PASSES WHILE SUPPLY LASTS

Walker Scott

palm springs mall
Tahquitz-McCallum Way at Farrell Dr., Palm Springs, Calif.

**CLEAN UP BIG SAVINGS
IN OUR ANNUAL SUMMER**

CLEAN SWEEP SALE

Starts Sun. July 6 thru Sat. July 12

**Sorry, no mail or phone orders . . .
all items subject to prior sale**



YOUNG MEN'S JACKETS & JEANS

save \$6-\$7

Light blue western style brushed denims from a most famous maker. Reg. \$20 jackets in s-m-l-xl, **12.99**; reg. \$16 jeans in 30-36, **9.99**

MEN'S ORIG. \$8-\$10 SWIMWEAR

5.99

Save 25%-40% on dunker, boxer, zip-fit styles in solids & patterns. Famous national name brand. 32-40. Not all styles or colors in all sizes.

MEN'S WASHABLE SPORT SHIRTS

5.99

Orig. \$10-\$13 famous shirts of polyester/cotton blends. Solids & patterns in s-m-l-xl.

MEN'S ORIG. \$15-\$18 SHIRTS

7.99

Save \$7-\$10! Long sleeved sport shirts in patterns & solids. Variety of washable fabrics, s-m-l-xl. Not all styles & colors in all sizes.

MEN'S FAMOUS WALK SHORTS

6.99

Orig. \$8-\$12! Solids & plaids of cotton/polyester blends. All machine washable. 32-40.

\$6-7.50 VAL. LEATHER BELTS

2.99

Super savings of 50%-60%! Dress and some sport styles in mostly black & brown, 1 1/4" to 1 1/2" widths.



MEN'S \$8 VALUE SHORTY PJ'S

3.99

Long wearing, generous cut pajamas in solids & fancies. Easy-care fabrics, of course!

MEN'S \$12-\$15 VALUE SLACKS

4.99

Save \$7-\$10! Mostly doubleknit polyester . . . some corduroy. All are belt-loop flares with generous gentleman's cut. Solid colors, 32-42.

MEN'S ORIG. \$7-\$11 SHIRTS

3.99

Save \$3-\$7 on solids & fancies, short & long sleeved shirts. All famous maker quality!

MEN'S \$12-\$15 VALUE ROBES

7.99

Polyester/cotton famous maker robes at savings of \$4-\$7! Solids & fancies, s-m-l-xl.

MEN'S \$5-7.50 WALLET BUYS

3.99

Save \$1-3.50 on soft leather wallets in many favorite styles. Mostly black & brown. Rush!

ORIG. 1.50-3.50 STATIONERY

1/2 price

Hurry for boxed notes & stationery from famous makers. Stock up for gifts & yourself. **75c-1.75**

HANSEN® PICTURE ALBUMS

1/3 off

Reg. \$6 magnetic photo albums with padded leatherette covers. Beautiful way to protect your pictures! **3.99**

SEASONAL CARDS & WRAP BUYS

save 1/2

Orig. 49c-4.50 boxed Christmas cards, bows and paper. All our regular line brands. **24c-2.25**

STATIONERY CLEARANCE VALUES

99c-19.99

Orig. \$2-39.99! Save 1/2 on gift items, games and much more! Some slightly damaged. Hurry!

ORIG. 39.95 DINNERWARE FOR 8

29.99

Save 1/4! Dishwasher safe stoneware is hand-painted, oven-proof. 48-piece set. Rush in!

STAINLESS STEEL FLATWARE

5.99

Orig. 8.88 service for 4. Two patterns to choose from. 24-pieces per set. Save 1/3 if you hurry!

QUAKER® TV TRAY SET VALUES

14.99

24.95 value! Save 40%! 5-pc. set has four 21x15" trays with walnut grain finish, plus storage rack.

AUTO. CORNPOPPER & FONDUE

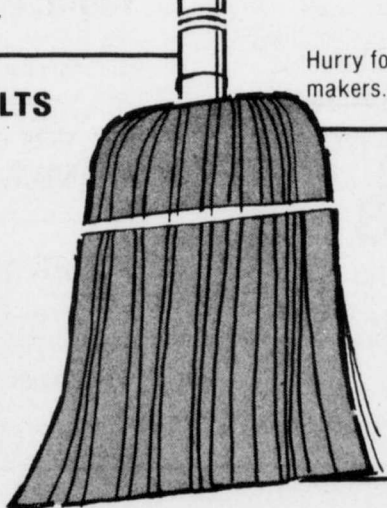
9.99

Orig. 21.99! Two-in-one appliance reduced 55%. Butters corn as it pops. Be early!

ORIG. 11.95 YOGURT MAKER

6.99

Complete with six 8-ounce glass jars, lids that seal. 'Take out' dial. Save 42% if you rush!



Walker Scott

palm springs mall
Tahquitz-McCollum Way at Farrell Dr., Palm Springs, Calif.

**CLEAN UP BIG SAVINGS
IN OUR ANNUAL SUMMER**

CLEAN SWEEP SALE

Starts Sun. July 6 thru Sat. July 12

**Sorry, no mail or phone orders . . .
all items subject to prior sale**



HOOVER® UPRIGHT VACUUMS

67.99

Orig. 79.88! Convertible model has triple-action cleaning, wide angle headlight. Adjustable to shag carpets. Save almost \$12 if you shop early!

NESCO® ROASTER-SLOW COOKER

19.99

34.99 value! 6-qt. size. Cooks, bakes, roasts. Convenient oval shape. Removable cooking well.

FAMOUS BRAND BATH TOWELS

2.99

If perfect 4.50-\$6! Many are first quality. Find velour and jacquard weaves, prints in the group. Orig. \$2 hand towels, **79c ea.**

WASHABLE SHAG THROW RUGS

5.99

Orig. \$8-\$10! 'Tempo' acrylic/nylon in contour, 26" round, 2x3' oval sizes. Matching orig. \$4-\$5 lid covers reduced to **2.99 ea.**

5x6' BATH CARPETING SPECIAL

9.99

Was specially priced at 12.99! 100% polyester, waffle backing. Many colors including orange, gold, avocado, blue, pink, white. Rush in!

TWIN & FULL MATTRESS PADS

2.49-3.49

If perfect \$6-6.50! All cotton covering. Minor imperfections mean major savings!

FAMOUS MATTRESS SETS

35%-40% off

Sealy® & Simmons® floor sample sets in twin, full, queen, king sizes. All sold 'as is'. Some may be soiled.

WASHABLE QUILTED BEDSPREADS

14.99-27.99

Orig. \$26-\$55! Save 30%-50% on famous maker bedspreads in assorted patterns and colors. Twin, full, queen, king sizes. Machine washable.

KING & QUEEN SIZE SHEETS

5.99-6.99

Orig. 8.99 queen size, **5.99**; orig. 11.49 king size, **6.99**. Famous Springmaid® fancy prints.

ORIG. 1.50-\$2 PLACE MATS

79c

Take your pick of several smart patterns, styles, decorator colors. Cloth, quilted, hemp, vinyls.

VINYL PRINT TABLECLOTHS

3.99

Orig. \$8-\$10! Wanted 52x70", 52x90", 60x90" sizes. Several prints. Save 50%-60% today!

65x81" CURTAIN PANEL BUYS

5.99

Reg. \$8! French tuck wide hems, 100% polyester fiber. Several decorator colors to choose from.

'CAROLINE' BEDSPREAD SAVINGS

17.99-39.99

Reg. \$30-\$50! Springmaid® spreads are machine washable. Not all colors in all sizes. Be quick!

ELECTROPHONIC® STEREO

214.88

Orig. 269.95! AM/FM/AM stereo radio, 8-track tape player, 4-channel. Save 55.07. Only 2 will clear!

PANASONIC® AM/FM CLOCK RADIO

98.88

Orig. 149.95! Actually voice announces the time! One only reduced 51.07 for an early shopper.

PORTABLE COLOR TV SAVINGS

359.95

Orig. 429.95! Magnavox® 17" diagonal measure. 100% solid state chassis. Just two reduced \$70!

25" DIAG. COLOR CONSOLE TV

\$549

Orig. \$649! Save \$100 on this solid state Videomatic® Magnavox®! Rush for 1 only!

GE 11.5 CU. FT. REFRIGERATOR

\$198

Orig. \$228! Floor model has new warranty. Just one reduced \$30 for this event, so be early!

GE FILTER FLO® WASHER BUY

\$179

Orig. \$198. Full-size floor model. 1 only!

DISPENSER DOOR REFRIGERATOR

599.95

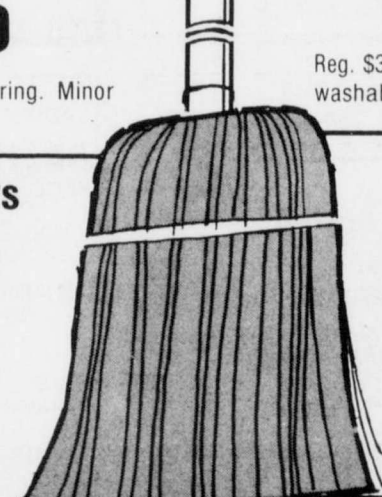
Orig. 699.95! Save \$100 on this 21 cu. ft. model by GE. Crushed ice or ice cubes without opening the door. No-frost. Just 1, hurry!

GE BUILT-IN DISHWASHER

\$188

Orig. 214.95! Floor model. Includes front panel. Many wanted features. Shop early for just 1!

All appliances subject to prior sale.



**TAKE A
Sunliner
BUS ON US**

TAKE A SUNLINER BUS ON US, WHILE SUPPLY OF FREE PASSES LASTS

Word Being Passed About Clean Sweep

Don't look now, but that shopper on your left may be from the Los Angeles area visiting our desert resort specifically to clean up on the bargains found here during Clean Sweep Week.

How would someone from Los Angeles know about Clean Sweep? Chances are they discovered the week-long "Sale of sales" and learned of the lower summer hotel rates to be found here through an extensive advertising program initiated by the Palm Springs Convention and Visitors Bureau (CVB).

"Palm Springs advertising for this summer was designed to show people how

to save themselves while they save money," said Thomas D. Hanlon, executive director of the CVB and advertising director of the Clean Sweep sale. "We've told the Southern California traveler that Palm Springs is where the battle of the budget is won two ways — with the lowest hotel rates of the year and the pinch-penny prices featured during Clean Sweep."

Hanlon said that advertising extolling Palm Springs as the "anti-inflation vacation" has been placed in such newspapers as the Los Angeles Herald-Examiner, the La Habra Star Progress, the Anaheim Bulletin, the Santa Ana Register.



136 No. Palm Canyon Dr.

**CLEAN SWEEP
SPECIALS!**

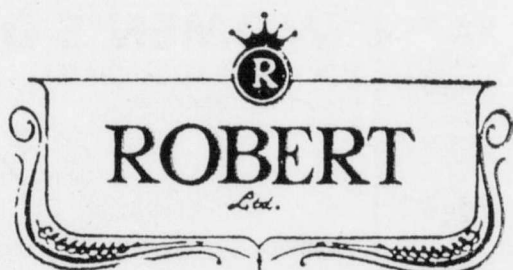
**FAMOUS NAME
BRAND**

**SPORTSWEAR
..... 50% OFF**

BankAmericard

OPEN SUNDAY

Master Charge



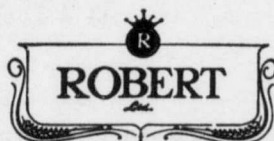
THE STORE FOR MEN

CLEAN SWEEP SALE
SWIMWEAR
WALK SHORTS
SPORT SHIRTS

From Famous West Coast Manufacture

TREMENDOUS SAVINGS THROUGHOUT THE STORE!

Across From
BANK AMERICA



Master Charge
BankAmericard

110 NO. PALM CANYON DR. FREE PARKING IN THE REAR

Loubella

Discontinued Colors

- PANTS
- SHORTS
- BLOUSES

Sizes
5 to 16

1/3 OFF

**CATALINA
TENNIS DRESSES**

Sizes 6 to 16

1/3 OFF

George Weill
FASHIONS

170 N. PALM CANYON DRIVE

PANTSUITS

Sizes 6 to 18

Reg. \$47.00 to \$72.00

NOW ...

\$23⁵⁰ to \$36⁰⁰

**SIR JAMES
COTTON SHORT SLEEVE
SHIRT JACKETS**

Sizes 8 to 16

Special Purchase

\$14⁰⁰

**BLOUSES
SWEATERS**

LONG & SHORT DRESSES

Sizes 5 to 18

1/2 PRICE

CLEAN SWEEP

SALE

WORLD-FAMOUS

SWISS BALLY'S

ALL THIS SEASON'S SHOES

Reg. to \$74⁰⁰

SALE

\$29⁰⁰ to \$33⁰⁰

Some at \$43.00

JOHNSTON & MURPHY

AMERICA'S NO. 1

FASHION SHOES

WHITES-TWO TONES

BLACK — BROWN — NAVY

GOOD SELECTION OF STYLES
AND SIZES

Reg. to \$67.00

**SALE
\$39⁸⁰**

LADIES'

SANDALS & CASUALS

THOUSANDS OF PAIRS TO
CHOOSE FROM. MANY
COLORS & HEEL HEIGHTS TO
CHOOSE FROM...

REDUCED TO

1/2 OFF

LADIES'

DRESS SHOES

BETTER GRADE DRESS SHOES

MANY COLORS AND STYLES
TO CHOOSE FROM

VALUES TO
\$38.00

SALE

\$19⁸⁰

Sam Bork

ORIGINAL SHOES

120 N. PALM CANYON DRIVE
PALM SPRINGS 325-5042

Sale

REDUCTIONS
GALORE
50 %
AND MORE!

Sy Devore

188 NO. PALM CANYON DR., PALM SPRINGS
All Major Credit Cards Honored

CLEAN SWEEP

Specials

THIS IS OUR WAY OF SAYING "THANKS" FOR MAKING OUR 30TH SEASON IN PALM SPRINGS THE GREATEST EVER!

WOMEN'S SHOES . . . \$8⁸⁸ PAIR
Original values up to \$29.99

MEN'S SHOES \$12⁸⁸ PAIR
Original Values to \$40.00

DESERT BOOTERY BANKAMERICARD MASTER CHARGE OPEN SUNDAYS

152 N. PALM CANYON DR., PALM SPRINGS • 325-5289
ACROSS FROM I. MAGNIN • FREE PARKING IN REAR OF OUR STORE

CLEAN SWEEP SALE!

1/3 to 1/2 off

• CHILDREN'S WEAR
SUB-TEENS • MATERNITY

Mary Helen

CHILDREN'S SHOP

325-5107

140 N. PALM CANYON DR., PALM SPRINGS

MEN'S DEPT.
BOY'S DOUBLE-KNEE JEANS \$5⁰⁰
A famous brand, blue only. No-iron in slims, regulars, husky and students. Orig. to \$10

MEN'S NO-IRON JEANS \$5⁰⁰
By a famous maker. Sizes 29-44. Corduray, denims and polyester blends. Orig. to \$15

POCKET POLO SHIRTS \$2⁰⁰
By Hanes. A special purchase in smart fashion colors. Sizes S to XL

SHORT SLEEVE SPORT SHIRTS \$5⁰⁰
Easy care no-iron fabrics. Sizes S to XL. Orig. \$10

HARDWARE DEPT.

RUBBER/VINYL GARDEN HOSE \$6⁹⁹
50 ft. x 3/4 inch. Ultraflex! Orig. 11.95

MELNO OSCILLATING SPRINKLER \$2⁹⁹
Orig. 6.99

PURR POWER DETANGLER \$9⁸⁸
by Gillette Orig. 17.98

PANASONIC HAIR DRYER \$8⁸⁸
Orig. 19.95

PANASONIC MIST HAIR DRYER \$9⁸⁸
Orig. 21.95

BUTTER-MATIC AUTOMATIC CORN POPPER \$7⁸⁸
By Westbend Orig. 12.95

SHOE DEPT.

MEN'S ATHLETIC SHOES 1/3 OFF
Jack Purcell, Keds, Converse All Stars, all discontinued styles. Limited Quantity. Orig. \$9 to \$20

MR. KRAUS CASUALS 9⁹⁹
Men's leather slip-on casuals in white and bone. Limited sizes. Orig. 16.00

WOMEN'S CASUAL SANDALS 6⁹⁹
White, bone, navy, blk. Openheels, sling heels. Orig. to \$14

WOMEN'S ESPADRILLES 4⁹⁹
White or navy Made by Converse. Orig. \$12

WOMEN'S DEPT.
SPORTSWEAR COORDINATES UP TO 1/2 OFF
Pants and tops in cotton blenads and all polyesters. By Graff and Pykette. Orig. to \$30

WOMEN'S SWIMWEAR 1/2 OFF
Both one and two piece styles in cotton and cotton/polyester blends. Final clearance! Orig. to \$18

PLAYTEX BRAS AND GIRDLES 20% OFF
All your favorites, none excluded. Shop now while the sizes area here.

LEVIS FOR GALS 1/2 OFF
Famous fit pants and tops in discontinued styles. Orig. to \$18

SUMMER BLOUSES 1/2 OFF
Both short sleeve and sleeveless in pastels. What a selection! Orig. to \$16

SUMMER SHORTS 1/2 OFF
Bahamas and short shorts in easy care polyester. All colors! Orig. to \$10



180 N. PALM CANYON DRIVE PALM SPRINGS
Mastercharge SUMMER HOURS BankAmericard
325-2024 9 TO 5 MONDAY THRU SATURDAY 325-2024

COME!

SEE!



270 — 278 NORTH PALM CANYON DR., PALM SPRINGS
UNIQUE SHOPS COMBINE LEISURELY SHOPPING IN A RELAXED CONTINENTAL ATMOSPHERE ☆ CONVENIENT PARKING

Come in — and browse!

Anything Goes

Bikinis, Dresses

Greta

Sportswear Boutique

Treasure House

Gifts, Religious Books

Ellyn's World

UNICEF ITEMS ☆
UNIQUE CRAFTS & GIFTS

Bill's Place

Distinctive Hair Design

**Sunflower
Boutique**

Pillow People

25% OFF All Floor Samples

Geppetto's

SIDEWALK CAFE
Cafe Espresso, Ice Cream

The Cosmic Barn 2

Posters, Objets d' Art

Albert's

Clocks, Electric Shavers

Relax in our pleasant
GARDEN PATIO

PLAZA MOTORS

4th ANNUAL

CLEAN SWEEP SALE

These men stand ready to sweep
you off your feet and into a
New Cadillac, Oldsmobile or GMC

CLARENCE CHIN-HING

ART LETHERBY

FRANK REIMAN

CHARLES SPATARO

STAN JASKE

**43 YEARS OF
AUTO KNOW-HOW
BEHIND THESE SALES
CONSULTANTS**

PLAZA MOTORS

290 NO. INDIAN AVE., PALM SPRINGS

Phone 325-2571

CADILLAC-OLDSMOBILE-GMC TRUCKS

COVERS FOR LOVERS

"CLEAN SWEEP SPECIALS"

25% OFF

CUSTOM DRAPERIES

15% OFF

KIRSCH DRAPERY RODS

Close-Out

on

FASHION LINENS & SPREADS

by

Springmaid & Wamsutta

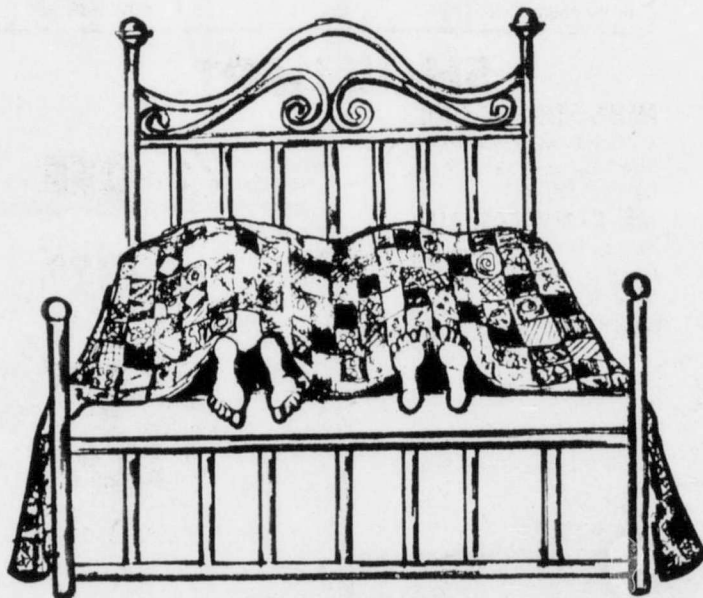
Patterns of Linens

Country Flowers • English Manor Newburyport

Bill Blass designs • Solid Pastels • Whites

15% OFF

SPECIAL ORDERS of BLANKET COVERS,
DUST RUFFLES, SHAMS



325-8008

DRASTIC REDUCTIONS
ON
KIRSCH SPREADS
IN STOCK

15% OFF

ON

CUSTOM
KIRSCH SPREADS

15% OFF

WHITE GOOSEDOWN PILLOWS

20% OFF

GOOSEDOWN COMFORTERS

MISCELLANEOUS ITEMS MARKED DOWN TO SELL!

314 N. PALM CANYON DR. PALM SPRINGS, CA.

OPEN EVENINGS 10 A.M. to 9 P.M.



STACKED AGAINST HIM — Ed Perry, owner of Radio Shack in the Palm Springs Mall, looks aghast at the stack of Meriton boxes just delivered. "Meriton is the new line of stereos built by Sony products," explained Ed, "but they weren't supposed to deliver these until after Clean Sweep. Now we'll really have to move out the old models." (Photo by Chuck Scardina)



ALL SIZES — Marcile Hilla of Argyles Men's Shop at the Palm Springs Mall shows one of the check patterns of the hundreds of bargain priced slacks during Clean Sweep sales days. Let George and Marcile Hilla interest you in a nice sports jacket, too. (Photo by Chuck Scardina)

SPECIAL

**ENTIRE STOCK
OF
MEN'S SHOES**
"Clean Sweep"
**30% TO
50% OFF**
Values to \$67.50
SAVE NOW!

Sylvan Victor
 PALM SPRINGS
 266 No. Palm Canyon Drive
 Located at Morrie Geyer's Men's Fashions

OLIVER'S TWIN

MEN'S CASUALS

"Clean — Sweep"
SPECIALS
**SPORTSHIRTS
SLACKS**
UP TO 50% OFF

302 N. Palm Canyon Dr.
 Palm Springs
 325-5585

CABANA SETS 1/3 OFF
SOME LEISURE SUITS . . . 20% OFF



MAGES SPORTING GOODS — Irving Mages, owner and Dawn Diliberto, salesperson, show just a few Clean Sweep items on sale — hundreds of sporting goods equipment articles to choose from at Mages on the Palm Springs Mall.



MODE O' DAY SHOP — Lois Wilson, owner, displays one of her Clean Sweep specials. Stop by the Palm Springs Mall and say hello to Lois at Mode O' Day.

FRESH PIZZA SERVED ALL DAY!
TO MAKE YOUR "CLEAN SWEEP" SHOPPING
A REAL TREAT! EAT IT HERE-IN COOL COMFORT!

COUPON

PIZZA

FOR TWO
PLUS SALAD

AND
2 COLD
SCHOONERS OF BEER

\$3.49

Nicolino & Son

BAKERY-RESTAURANT-MARKET-DELI
311 EAST ARENAS-PALM SPRINGS 325-6066

Morrie Geyer

FOR THE MAN WHO CARES

• SPORTCOATS
• SPORTSHIRTS
• SLACKS **1/2 PRICE**

ALL FROM REGULAR STOCK

ALL SALES FINAL

266 NO. PALM CANYON DRIVE

325-3233

BankAmericard

Master Charge

**SKATEBOARD
HEADQUARTERS**

... and Toys of All Description!

UNCLE DON'S TOYS

296 NO. PALM CANYON DRIVE
Palm Springs

CLEAN SWEEP SALE
50% OFF BLOUSES
PANTS
SWIMSUITS & SWIMSUIT COVER UPS

OPEN
ALL
SUMMER



Ladies' Apparel

325-4330

108 SO. INDIAN AVE. OPEN DAILY: 10-5:30 SUN. 12-5



ART'S PANTLAND — Arthur and Zel Hersh of Art's Pantland at 252 S. Palm Canyon Drive, feature clothiers to pacesetters on the national and international scene. The shop stocks custom appliqued original suits made to order in addition to famous brand name merchandise for men and women. (Photo by Chuck Scardina)



SPECIALTY STORE — Marge Beven, owner of The Watermelon Seed at the Palm Springs Mall. For a complete line of maternity wear from swimwear to evening dresses and baby boutique, stop in and visit Margie and Jean.

Riviera

Sale

CONVERTIBLE SOFA CLEANUP!

Starting at ... **\$199⁹⁵**

LIMITED QUANTITIES

CORNER GROUP CLOSE OUT!

Starting at **\$179⁹⁵**

LIMITED QUANTITIES

FREE Model MC 1

MR. COFFEE. Included as a gift
Look under your Riviera Ciro Posture mattresses ...
there's a Mr. Coffee tm included as a gift for you.

The Deluxe \$39.95
Mr. Coffee ®
as shown on TV.

Finest quality
Top of our line.

Sleep tight tonight,
enjoy Mr. Coffee tm
in the morning
as our gift.

KING or 2 TWINS \$297 including
mattress, foundation, and Mr. Coffee tm

QUEEN \$247 including mattress, foundation, and Mr. Coffee tm

FULL \$187 including mattress, foundation, and Mr. Coffee tm

 **Riviera**
convertibles

PALM SPRINGS
455 SO. SUNRISE WAY 327-8487

HOURS: MON. — SAT. 9:30 to 6:00 P.M.
CLOSED SUNDAY



Credit Available.
Free Local Delivery

 **USI** A U.S. INDUSTRIES COMPANY.
And that makes a world of difference.

Models Featured At Week-Long Sale

Three lovely ladies who serve as this year's Clean Sweep Gals and bring much interest to the "supersale" are all long-time residents of this desert resort and have little, if any, desire to leave the beauty of Palm Springs.

Gayle Moore is the senior of the trio (although she's only 19) and is the tallest (5'10"). Ms. Moore works as a receptionist for Industrial Electric during the week, and often travels to Los Angeles on weekends for various modeling assignments.

Modeling is nothing new to Gayle. She was selected Miss Aerial Tramway for 1972-73, and was picked Miss Photogenic during the 1973 Miss California World Beauty Pageant. Her picture has graced the pages of Palm Springs Life and Cover Girl magazines, and her long legs will soon be seen in a L'eggs pantyhose television commercial. Gayle has lived in Palm Springs seven years and says she loves the warm summer weather that prevails.

Lori O'Neill is a newcomer to the modeling field, but you'd never know it. Seventeen-year-old Lori is a sales person at the Beachcomber shop and recently graduated from Palm Springs High School. Next fall, she'll enter College of the Desert and later plans to attend UCLA's School of Medicine on her way to becoming a pharmacist. Lori has lived in Palm Springs 11 years. She loves to waterski at the Colorado River or Lake Havasu when she can find the time.

Desiree McNeill also is a recent Palm Springs High School graduate and, like Lori, plans to attend College of the Desert in the fall. Although she is only 17, Desiree has had many modeling assignments, and her picture has appeared in several major metropolitan newspapers, including the New York Sunday News, the Atlanta Constitution and the Seattle Post-Intelligencer.

70,000 Get Insert

Nearly 70,000 desert area shoppers are receiving this special Clean Sweep Sale insert, a circulation increase of 15 per cent over last year, according to Leo Priest, display advertising manager of The Desert Sun, and Clean Sweep Sale advisory committee member.

Priest said that approximately 69,700 Coachella Valley residents are receiving the informative 48-page insert in their

favorite desert newspapers. The Clean Sweep Sale insert is being carried in special editions of The Desert Sun, the Daily Enterprise, the Palm Desert Post, the Indio Daily News, the Hi Desert Star, the Desert Sentinel, and the Record Gazette.

In addition, many hotels in Palm Springs are distributing the insert to their guests during Clean Sweep Week.

Alive & Well in P.S. THE Plant Shop

174 N. PALM CANYON DR. (NO. 7)

JUTE MACRAME . . . \$6⁹⁵

Assorted Plants and Pots
GREATLY REDUCED FOR "CLEAN-SWEEP"

Our Specialty — Healthy Indoor Plants

**BEN J. MINDESS
AND COMPANY**

INSURANCE

BEN says:

"OLD FASHIONED" INSURANCE
WON'T COVER TODAY'S LOSSES!
UP-DATE YOUR POLICIES NOW!



CALL US FOR . . .

Complete Insurance Service
471 E. Tahquitz-McCallum Way, P.S.
SUITE 9 PHONE (714) 325-7344

silverwoods

Desert Inn
Fashion Plaza

PALM SPRINGS CLEAN SWEEP

SALE

FOR THIS EVENT — OPEN SUNDAY, JULY 6, NOON to 5



SPORT COATS

\$19-\$24

Reg. 65.00-85.00
Summer weight
Solids & patterns

LEISURE SUITS

49.99-69.99

Reg. 75.00-100.00
Many styles

MEN'S SPORTSWEAR, FURNISHINGS & SHOES

DRESS SHIRTS 8⁹⁹

Long and short sleeve, you know the label. Reg. 16.00-18.00

FINE NECKWEAR 2⁹⁹

Many designer labels. Reg. 6.50-7.50

SPORT SHIRTS 5⁹⁹

Long sleeves, many patterns. Reg. 16.00-18.00

KNIT SHIRTS 7⁹⁹

Short sleeves, many styles. Reg. 14.00-16.00

WALK SHORTS 11⁹⁹

Fine quality maker. Reg. 20.00

SWIMWEAR SAVINGS 3⁹⁹

Save on Nylon boxers. Reg. 7.99

CASUAL SHOES 26⁹⁹

Imported all-leather slip-ons. Reg. 34.00

COOL SAVINGS ON WOMEN'S FASHIONS

SHIRT-TANK SETS 13⁹⁹

Printed shirt & matching tank. Reg. 35.00

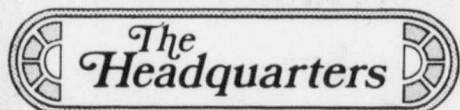
T-SHIRT SPECTACULAR 5⁹⁹

Short sleeve & sleeveless, solids & stripes. Reg. 11.00-14.00

DESERT INN FASHION PLAZA

At Tahquitz-McCallum & Palm Canyon
IN THE HEART OF PALM SPRINGS

"Personalized Hair Styling
For Men and Women"



UNIPERM — Reg. \$30.00
SPECIAL \$20.00 Complete

INDIVIDUAL EYE-LASHES
Reg. 15.00 . . **SPECIAL \$10.00**

FROSTINGS — Reg. \$35.00
SPECIAL \$25.00

325-2534

**SUMMER
HAPPENING!**

1/2 PRICE
on **FUN CLOTHES**

— Junior Boutique —

OPEN
7
DAYS

Gee Cee's
ISLAMANIA
DESERT INN
FASHION PLAZA

NEIL'S Apparel
**FINAL
CLEAR-A-WAY
SAVE 75%**
All of our mark downs
which were reduced
50% are now reduced
1/2 off that!
Pant Suits, Shirts,
dresses, separates etc.
**OPEN ALL SUMMER
325-8460**

Clean Sweep Sale!

JOSEPH MAGNIN

SWEEPS YOU THROUGH
THE
FASHION WORLD
WITH COOL
SUMMER BARGAINS!

OPEN SUNDAY, JUNE 6th

desert inn fashion plaza, 199 north palm canyon drive

silverwoods

**MEN'S SPORT
COATS**

\$19-\$24

Reg. 65.00-85.00

MEN'S SPORT SHIRTS
5.99 Reg. 16.00-18.00

**WOMEN'S SHIRT
TANK SETS**
13.99 Reg. 35.00

OPEN SUNDAY, JUNE 6th

**DON SKOFF'S
DON SKOFF'S
DON SKOFF'S**
MEN'S CASUAL WEAR
inside by the Fountain

ALL \$40.00 SLACKS 1/2 PRICE

Phone: 325-4467
OTHER STORES
Catalina Island
Riviera Hotel

Selected Group of
**INDIAN
JEWELRY**

1/3 OFF

PLUS ... watches and rings
and all kinds of things!



B. D. HOWES and SON
FINE JEWELERS FOR THREE GENERATIONS

DESERT INN FASHION PLAZA
117 North Palm Canyon Drive
PALM SPRINGS • 325-1336
Santa Barbara • Newport Beach
Los Angeles • Scottsdale
Pasadena • Honolulu

VILLAGE
Card & Gift

SELECT GIFT ITEMS
1/2 PRICE

Fantastic Summer Savings

Complete selection of Hallmark Cards
Party Items — Impressive Gifts
325-9417

**THE
PROPRIETORS**

Inside at the Fountain

- Antiques • Jewelry
- Memorabilia •
- Art Deco •
- Art Nouveau •
- Chinese Antiques •
- Art • Plants
- Americana •
- and things uncommon •

20% OFF ALL ITEMS

325-8210
OPEN SUNDAY, JUNE 6th

Clean Sweep Sale!

Masters Candies
YOUR COMPLETE CANDY STORE

**WE'RE GIVING AWAY
The PALM SPRINGS DOLLAR**



FREE

(Present this AD)

**WITH THE PURCHASE OF
EACH ONE POUND BOX
of CHOCOLATES**

"Offer good during Clean Sweep ONLY"
Void After 7/13/75

ONCE-A-YEAR WOMEN'S SHOE SALE

HERBERT LEVINE • AMALFI • JACK ROGERS
BERNARDO • MIKELOS • FERRAGAMO
JOHN JERRO • ALFIERO • PASSPORT

10⁹⁰-24⁹⁰

**READY-TO-WEAR
SALE**

PANTS - TOPS - SWEATERS - DRESSES

30% 40% 50% OFF

ted land

DESERT INN FASHION PLAZA
TEL: 325-2218

DESERT INN FASHION PLAZA

PRESTIGIOUS SHOPPING
IN AN AIR CONDITIONED MALL

**Everything,
but
Everything
is on SALE!**

325-1973

*the damm foole,
east*
Selective
Jewelry
and most
unusual gifts

**RC RUG
CRAFTERS**

DESERT INN FASHION PLAZA

**SALE
1/2 OFF**

on

ALL FINISHED RUGS

Displaying "Clean Sweep" Tags

**OUTSTANDING SAVINGS ON OUR
REGULAR DISPLAY ITEMS**

Speed Tufting Supplies
for the Home Craftsman

325-6482

*Clean Sweep Special
JULY 7 THRU JULY 12 ONLY!*



**20%
OFF
AND
MORE**

**'BE TALK O' THE TOWN'
... all year round ...**

Ral
wants you to ...
"Pamper
Yourself"



BRING "US" YOUR FACE AND HAIR
FOR COMPLETE
SKIN AND HAIR CARE ...

- FACIALS
- HAIRSTYLING
- AIR WAVING
- BLOW CUTS
- COLOR SPECIALISTS
- PERMANENT WAVING
- COMPLETE WAXING
- MANICURES & PEDICURES
- "JULIETTE" MANICURES
- PERMANENT LASHES

... for Men and Women ...

**JULY SPECIAL
"NEW"
CONDITIONING SUPPORT WAVE
Complete \$20⁰⁰ \$35.00 Value**

325-2743

TALK O' THE TOWN
Men and Women's Hair Styling
DESERT INN FASHION PLAZA

**TOP OF THE
TABLE**

Distinctive Linens

Fine China

325-8809





BEAUTY SUPPLY — Lois Clay, owner of Desert Beauty Supply at 194 S. Palm Canyon Drive, displays just one of the many bargains she will have during Clean Sweep Days. She has beauty supplies for the entire Coachella Valley and features every kind of beauty aid. (Photo by Chuck Scardina)

Now at...

Hickory Farms
OF OHIO

Sweet Hot
Mustard

Great with our Beef Stick

6 oz.
Jar **69¢**

BIG BARN
**Cheddar
Cheese**

reg. 2.49

20¢ Per lb. Off

World
Famous
BEEF STICK

All Beef Hickory
Smoked
Summer Sausage

Fantastic
Clean Sweep
SPECIAL

\$2.59
lb.

20¢ per lb. discount
On Purchase Of

**WHOLE
STICK**

Many Other Items To Choose From!

Hickory Farms
OF OHIO

Palm Springs Mall
AMERICA'S LEADING CHEESE STORES

Radio Shack

**CLEAN
SWEEP**

SALE

**SAVE
\$70**



FIRST PRICE CUT EVER!

OUR MOST POPULAR REALISTIC® STEREO COMPONENT RECEIVER

Reg.
199.95

129⁹⁵

31-2057

Now's your chance to own the custom-made (by us) STA-47 receiver at a whopping 35% off! Tape monitor, loudness, bass, treble controls. Stereo headphone jacks. Exclusive

DELUXE AM/FM STEREO PHONO SYSTEM

SAVE \$70

reg. 159.95

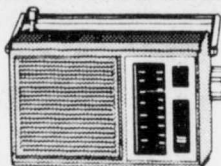
13-1180

89⁹⁵

LIMITED SUPPLY

**LOWEST
PRICE
EVER**

**SAVE
\$6**



PERSONAL AM-FM
PORTABLE RADIO

**RED OR GRAY
SUPER SENSITIVE**

Reg. 21.95

15⁹⁵

**PLAY BOTH SIDES
OF CASSETTE, UNINTERRUPTED**

- FAST FORWARD
- PUSH-BUTTON
DIRECTOR CONTROL
- VOLUME, BALANCE,
TONE CONTROLS

reg. 99.95

79⁹⁵

12-1813



SAVE \$20

AUTOMATIC REVERSE
CAR CASSETTE PLAYER

SAVE \$50



12-759

**9 BIG
BANDS**

- UHF & VHF HI & LO POLICE
- WORLDWIDE SHORTWAVE
AM/FM
- FINE TUNING, SUPER SENSITIVE

99⁹⁵

reg. 149.95

Quatravox Car 8-Track Player

- CAN HANDLE 4 SPEAKERS
- ENHANCED STEREO

SAVE \$10⁰⁰ NOW

59⁹⁵

12-2024

STEREO CASSETTE DECK

- RECORD/PLAY
- DOLBY EQUIPPED
- MEMORY REWIND
- HYSTERSIS SYNCHRONOLS MOTOR

SAVE \$100⁰⁰ NOW

149⁹⁵

LIMITED
SUPPLY

...and you can
CHARGE IT
At Radio Shack



Radio Shack

IN THE PALM SPRINGS MALL 327-1171



CITY LUMBER CO

PRICES &
AVAILABILITY
SUBJECT TO
STOCK
ON HAND

CLEAN SWEEP SALE

GOOD
ONLY
DURING
CLEAN
SWEEP
WEEK

PRE-FINISHED PANELING



2nds. 4X8-3/16 2.99
4' X 8' X 1/4"

Easy-To-Install
Brighten up Your
Dress Up Your
20% OFF
KITCHEN LIVING ROOM
BEDROOM FAMILY ROOM
DEN BASEMENT CLOSET

CROOKED LUMBER

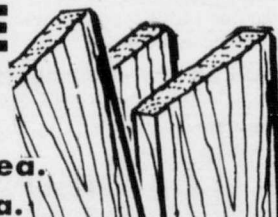
IF YOU CAN USE IT
WE HAVE A DEAL ON



DOUGLAS FIR
2 X 4 S4S AT 11¢ LF
2 X 6 S4S AT 18¢ LF

#3 WHITE PINE

1 X 12 X 24" 50¢ ea.
1 X 12 X 48" \$1 ea.



Cleaning NEEDS

HERE IS A CHANCE
FOR YOU TO PICK UP
BRAND NAME CLEANERS
AT A LOW, LOW PRICE.



JANITOR IN A DRUM (2 QTS.) \$1.78
JANITOR IN A DRUM (1 QT.) \$1.08
WINDEX SPRAY 54¢
FANTASTIC (1 QT.) \$1.61



\$14.85

SOLDERING GUN KIT

Dual-heat gun with light,
tips, wrench, flux brush,
rosin solder, soldering-aid
tool. 8200PK



WILL FIT ALL SOLDER
GUNS INCLUDING WELLER
AND BERNZ-O-MATIC.

SPECIAL \$1.35

VAUGHN



HERE IS YOUR CHANCE
TO BUY THE BEST!!!

999M \$9.99
606M \$9.60
999ML \$10.88

SUMMER REVIEW

CEDAR FENCE POSTS

TO BE USED WITH
RUSTIC CEDAR FENCE

\$3.10
ea.

4" X 4" X 8'



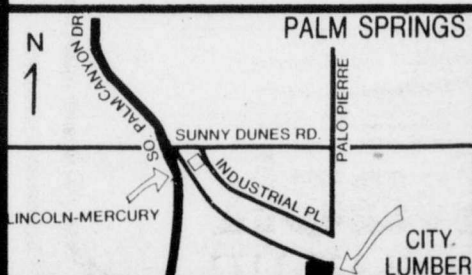
PECKY CEDAR FENCE



AS RUSTIC AS THE
OZARKS! REAL DOWN
HOME FENCING. SOLD
BY THE PIECE.

1" X 3" X 6'

39¢
ea.

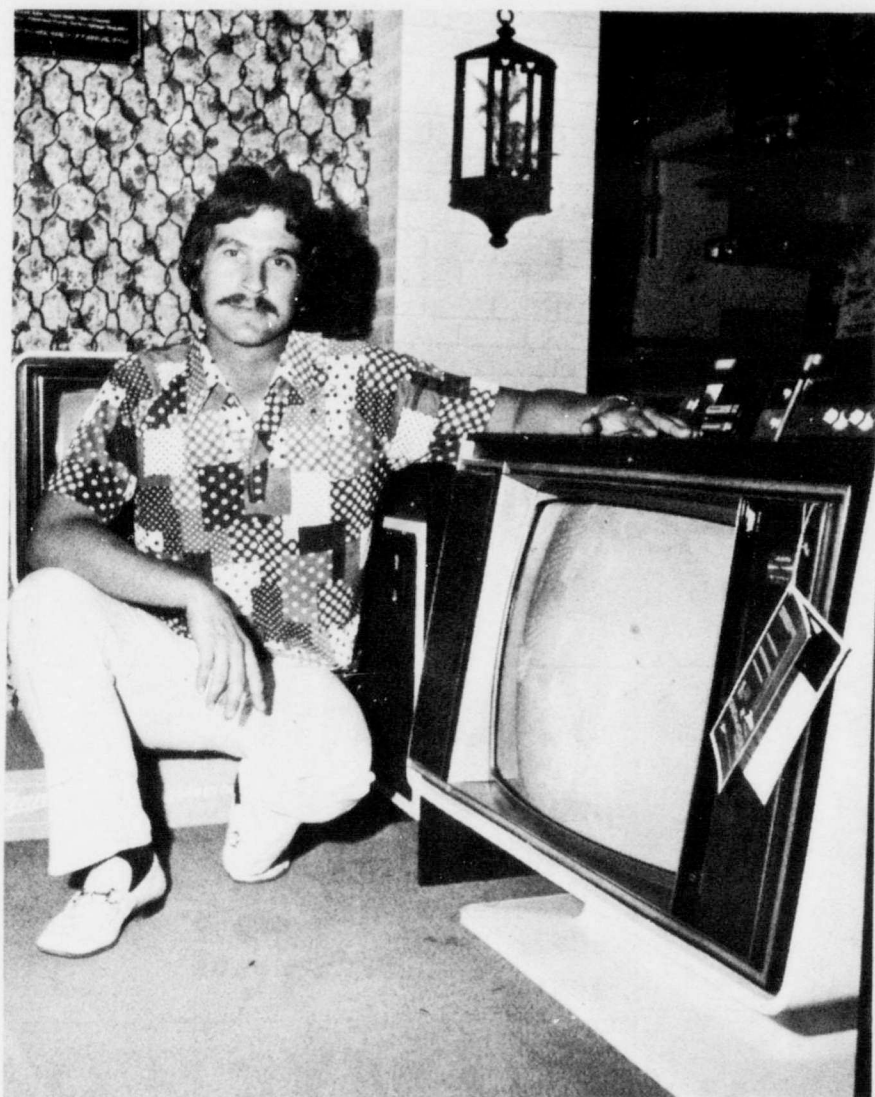


**691 Industrial Place
Palm Springs**

OPEN 6 DAYS A WEEK CHARGE IT.

325-2758

True Value.
HARDWARE STORES



HALLMARK TV — Salesman Jim Hargate of Hallmark TV at 192 S. Indian Avenue displays one of the many entertainment centers now available during Clean Sweep Days. Ask Jim about their sales, services and rentals, too. (Photo by Chuck Scardina)



SIMPLICITY # 660

UNBLEACHED MUSLIN

Great for ethnic blouses, western shirts, pillow casings, mattress covers, curtains or pattern making. A hundred and one uses.

Machine wash, 100% cotton, 38" wide.

COMPARE AT .69 YARD

3 YDS. **1.00**

CLEAN SWEEP SPECIAL

SEWING BASKETS

reg. 7.98 to 18.98

50% OFF

HOUSE OF FABRICS

always first quality fabrics

palm springs mall

MAGES Sporting Goods

TENNIS RACKET All American Junior Pro For The Young Beginner **\$5.88**

TENNIS RACKET — 'THE WIMBLEDON' Outstanding Beginning or/ Intermediate Racket **\$10.88**

TENNIS RACKET — Aluminum Racket Designed For Power and Control **\$10.88**
\$20.00 Value

TENNIS SHIRT Court Casual Mesh shirt Reg. \$10.00 Mens Sizes Assorted Colors **\$7.88**

BILLIARD CUES Genuine Canadian Maple Shaft Willie Mosconi Endorsed/\$19.95 to \$22.50 Value **\$14.88**

TENNIS RACKET Wilson Kramer Tournament Model Reg. \$24.95 Value **\$16.88**

ODD GOLF WOODS. Values To \$25.00 **\$9.88** EA.

ODD GOLF IRONS VALUES \$20.00 **\$5.88** EA.

PUTTERS Assorted Styles **\$4.88**

GOLF BALLS Macgregor xxx Golf Balls **\$4.88** DZ.

GOLF BALLS — Dunlop 'SILVER CUP' Cut Proof Cover **\$6.88** DZ.
\$12.00 VALUE

GOLF BALLS — Faultless 'Super Mex' Top 'Pro' Ball **\$8.88** DZ.
\$16.00 Value

VOLLEY BALLS Sturdy Rubber Cover For Long Life **\$3.88**

TENNIS RACKET — Head Competition Constructed of Fiberglass-Composition Nylon Strung \$75.00 Value **\$64.88**

TANK TOPS Great For Cool Summer Wear — Reg. \$5.00 **\$2.99**

GOLF BAGS Full Size And Light Weight — Assorted Colors **\$16.88**

BACK PACK Nylon Pack With Aluminium Frame **\$14.88**
\$20.00 Value

BACK PACK Deluxe Rucksack Pack Padded Shoulder Strap **\$39.88**
\$55.00 Value

TENT 2-Man Nylon Back Packers Tent Total Weight 4½ Pounds **\$19.88**

SLEEPING BAG 3 Pounds Dacron Fill, Nylon Cover And Lining. Reg. \$20.00 Value **\$14.88**

SLEEPING BAG 3 Pound Fiberfill II. A Great Year-Round Bag Machine Washable **\$24.88**
\$35.00 Value

TABLE SOCCER SET Fun For The Whole Family **\$37.88**
Reg. \$65.00

VOLLEY BALL SET Incl. Ball Poles And Net Fantastic Out Door Summer Fun. \$16.00 Value **\$11.88** Set

CLEAN SWEEP

BADMINTON/VOLLEY BALL SET Incl. 4 Badminton Rackets, Net, Shuttlecocks, Volley Ball And Poles Reg. \$17.50 **\$12.88**

CROQUET SET Complete With Convenient Rack- **\$12.88**
\$19.95 Value

VINYL FLOAT Heavy Duty-Tufted Vinyl Construction Full 76 inch Length **\$9.88**

KIDDIES SWIM VEST — For Pool Safety Assorted Sizes **\$6.88**

JUNIOR SWIM FIN SET Incl. Fins, Snorkel & Mask- Super Pool Fun. \$9.95 Value **\$5.88** Set

WATER SKI BELTS Buoyant For Safety & Fun Clean Sweep Special **\$5.88**

BASEBALL GLOVE Ideal Little League Glove \$10.00 Value **\$7.88**

BASEBALL GLOVE Our Finest Little League Glove at A Moderate Price **\$12.88**

GOLF SHOES — Arnies By Eton Golf Shoes White — Water Proof Construction Clean Sweep Special **\$23.88** Pr.

BOXING SHOES Everlast Competition Boxing Shoes. Le other quality. \$24.95 Pair **\$12.88** Pr.

PING PONG SET Complete outfit 4 Paddles Net & Brackets And 3 Balls- **\$3.66**

HUNTING/FISHING VEST Multi Pocketed/ Coast Guard Approved Reg. \$29.95 **\$19.88** Ea.

BOWLING SHOES Brunswick Ladies 'Stars n' Strikes' Reg. \$11.95 **\$6.88**

MAGES Sporting Goods

Your Sports Headquarters In The Desert.

PALM SPRINGS MALL

Mon.
Tues., Wed., Thur.
& Sat.
9:30 to 6 p.m.
Fri.
9:30 to 9 p.m.

palm springs

Tahquitz - McCallum Way at Farrell Dr.

Mall sweeps clean

Palm Springs



MON. & FRI. 10 to 9 P.M. TUES., WED., THUR. & SAT. 10 to 6 P.M. SUNDAY 12 to 5 P.M.



PACKOUZ JEWELERS — Ann and Bob Kerchman, owners of Packouz Jewelers on 125 S. Palm Canyon Drive, show off selections of jade and gem jewelry. The Kerchmans, as well as other Palm Springs merchants, are ready to furnish shopping needs during Clean Sweep days. (Photo by Chuck Scardina)



MALOOF'S — Gerald Maloof displays bargains in men's wear that he has at his shop located at 186 S. Palm Canyon Drive. Drop in and look over buys in dress slacks and sport coats. (Photo by Chuck Scardina)

Berner Judd

clean sweep

S * A * L * E

PANTS
100% polyester
gabardine
REGULARLY \$14

9⁹⁷

T-SHIRT
100% cotton
cap sleeved
REGULARLY \$5

3⁹⁷

PALM SPRINGS MALL
187 South Farrell
Palm Springs
BankAmericard • B. J. Credit • Master Charge

Clair's

OF
PALM SPRINGS
SPORTSWEAR
328 North
Palm Canyon
(Next to Perrina's
of Palm Springs)

1/2 PRICE SALE

Entire 1975 Summer Fashions

—Including Bathing Suits & Bikinis—

CLEAN SWEEP'S HOTTEST BARGAINS

COUPON

Bring This Coupon in With You For An **ADDITIONAL**

10% OFF!

ON ALL MERCHANDISE

Offer Expires Monday, July 14, 1975

YOUR
BANKAMERICARD
WELCOME

Hours: Daily 10 a.m. to 6 p.m.
Saturday 10 a.m. to 9 p.m.
SUNDAY 11 a.m. to 5 p.m.

THE MERCHANT
master charge
WELCOMES YOUR BUSINESS

328 N. PALM CANYON Ph. 325-3830



BIG BOOSTER — David Gold, manager of Silverwoods, 155 N. Palm Canyon Drive, is one of the city's biggest boosters for the annual Clean Sweep citywide sale.

Pace Setter
PATIO FURNISHINGS

**We Want To
CLEAN SWEEP before FALL**

**PATIO ACCESSORIES
SOME UP TO 50% REDUCTIONS**

**PATIO FURNITURE
GROUPINGS at
GREAT SAVINGS**

798 North Palm Canyon, Palm Springs
Phone: 325-3424

Longs Drugs

Where Everybody Saves

1785 E. PALM CANYON DR.
PALM SPRINGS

Drugs and
Thousands
of Things

OPEN DAILY
9 AM TO 9 PM
SUNDAY 9 AM TO 6 PM

DRUGS "WHERE EVERYBODY SAVES" ★ LONGS DRUGS

**PRICES
EFFECTIVE**

JULY 7th. THRU JULY 13th.
CLEAN SWEEP WEEK ONLY
ALL ITEMS SUBJECT TO STOCK
ON HAND — NO DEALER SALES.

**KNEE-HI
NYLONS**

ONE SIZE
FITS ALL **39¢**

ZORRIES
FOR MEN WOMEN
AND CHILDREN
LARGE SELECTION



49¢

**KINGSFORD
CHARCOAL**



**BRIQUETS
10 POUND
BAG**

LONGS SPECIAL

1 19

**GULF LITE
CHARCOAL
STARTER**



QUART
CAN

LONGS
SPECIAL

49

**EASTMAN KODAK
KODACOLOR II
COLOR PRINT**

FILM

C-110-12
C-126-12



1 09

**GOTT 2 GALLON
WATER
COOLER**



WITH CUP
AND TRAY

LONGS SPECIAL

5 88

**LONGS
SUNTAN
LOTION**

WITH
COCOA
BUTTER
8 OZ. SIZE



99¢

**WILSON
TENNIS
BALLS**



CAN OF
3 YELLOW
BALLS

2 49

**SKOVAR
VODKA**

80 PROOF
HALF GALLON



7 09

**ROSEBROOK
LONDON DRY
GIN**

90 PROOF
HALF GALLON



7 89

**BUCKHORN
BEER**



6-12 OZ.
CANS
6 PACK

1 29

LONGS DRUGS "WHERE EVERYBODY SAVES"

LONGS DRUGS "WHERE EVERYBODY SAVES"

LONGS DRUGS

Fight inflation lying down.

If high prices all over the map have got you down, we would like to suggest that maybe you should stay there: flat on your back. Or maybe on your side. With quick dips in the pool, and feeling absolutely and utterly at peace with your world.

Because the one place on the map where prices are taking a nose-dive is the one place where you can fight inflation lying down: Palm Springs. Just 2 hours or so, and about a half a tank of gas away.

In summer, our hotel rates are the lowest of the year. You can take your pick of the big hotels or those smaller ones we call our Small Discoveries. Either way, you'll pick a bargain.

You'll come back with a golden glow from our non-stop sunshine. An inner glow from the calm that comes from relaxing days and gentle strolls at night under a sky that's velvet blue and sparkled with stars.

And you'll come back with a budget that isn't bent all out of shape. Breathe deep in Palm Springs. That's desert air: fresh and refreshingly clean. Play tennis or golf morning or evening. You get everything you want from a summer vacation without the crowds and high prices: dining, dancing, shopping, and a welcome change from the everyday.

Feel the frazzles ease, the tensions go away. You're living it up for very little, indeed.

Palm Springs. The summer vacation that lets you rest easy.

If you want more information about a Palm Springs vacation, send for our free "Sunny" packet. Write to:

PALM SPRINGS

Convention and Visitors Bureau, Dept. T-68 Palm Springs, Calif. 92262 (714) 327-8411



1975 Summer Hotel Program

Summer rates are based on double occupancy and on check-in day. S-T indicates the lowest rate for check-in from Sunday through Thursday for any length of stay. F-S indicates the lowest rate for check-in on Friday or Saturday. (*) indicates that the hotel offers half-rate on Sunday night when reservations are made for three nights or more, including Friday and Saturday nights.

Rates begin on effective date shown and are in effect through Sept. 30, 1975. These rates may or may not be applicable on holiday weekends and are subject to change without notice. All phone numbers are in Area Code 714 unless otherwise noted.

HOTEL AND PHONE NO.	RATES BEGIN AT S-T F-S	EFFECTIVE DATE
Avalon 325-5450	10.00 12.00*	6/1
Azure Sky Hotel 325-9060	13.50 15.00*	6/1
Belardo Hotel 325-2255	12.00 15.00*	5/1
Bermuda Palms 323-1839	20.00 22.00	6/2
Best Western - Cambridge Inn 800-528-1234	24.00 24.00*	6/2
Best Western - Tropics Hotel 800-528-1234	24.00 24.00	6/2
Biltmore Condominiums 327-6274	25.00 25.00	6/16
Bonaire Village 325-1271	20.00 20.00*	6/1
Canyon Hotel Racquet & Golf Resort 323-5656	22.00 22.00	6/15

HOTEL AND PHONE NO.	RATES BEGIN AT S-T F-S	EFFECTIVE DATE
The Carlton 325-5416	10.00 12.00*	6/1
Chuckwalla Manor 325-2567	15.00 18.00	7/8
Claremont Hotel 325-5912	12.50 15.50*	6/1
The Continental 325-5485	10.00 12.00*	6/15
Cypress Motor Inn 325-3555	10.00 12.00*	6/1
Desert Hotel 325-3013	8.00 8.00	6/1
Desert Villa 325-9063	12.50 15.50*	6/1
Dunes Hotel 325-1172	14.00 16.00*	6/1
El Moro Villa 325-2960	8.50 10.50*	6/1
El Prado Hotel 325-9063	12.50 15.50	6/1
El Rancho Lodge 327-1339	12.00 16.00	6/2
Estrella Hotel 325-2236	20.00 30.00	6/1
Four Seasons 325-6427	20.00 25.00	6/1
Grand View Hotel 325-2707	15.00 17.50	7/10
Hide-Away Hotel 325-9985	12.00 15.00	5/1
Holiday Lodge 325-7810	12.00 12.00*	6/13
Hornita Koda Hotel 325-2167	12.50 16.00*	5/1
Ho Tai Inn 325-3341	10.00 14.00	6/1
Hotel Trinidad 327-1161	10.00 10.00	6/1
Hyatt Lodge 800-228-9000	20.00 20.00	7/7
Indian Manor Hotel 325-2428	10.00 15.00	6/1

HOTEL AND PHONE NO.	RATES BEGIN AT S-T F-S	EFFECTIVE DATE
International Hotel 323-1711	17.00 17.00	6/1
Jamaica Hotel 325-1706	14.00 15.00	6/1
La Siesta Villas 325-2269	35.00 40.00*	7/6
Los Dolores 325-8110	16.00 18.00*	6/1
Matador Hotel 325-1487	16.00 16.00*	7/5
Monte Vista Hotel 325-5641	12.50 14.50	6/1
Normandy Hotel 325-2185	10.90 12.50	6/15
Ocotillo Lodge 327-1141	18.00 20.00	7/5
Palm Springs Biltmore Hotel 323-1811	24.00 24.00	6/1
Palm Springs Spa Hotel 800-472-4371	22.00 22.00	6/1
Palm Tee Hotel 327-1293	16.00 18.00*	7/1
Ramada Inn 325-5591	22.00 24.00*	6/1
Riviera Hotel 800-472-4395	22.00 22.00	6/1
Royal Inn 327-1564	18.00 20.00*	6/15
Sahara Hotel 325-2686	10.00 12.00	6/1
Sands Hotel 325-2371	16.00 16.00*	6/15
San Lorenzo 325-5165	9.50 12.00*	6/1
Sheraton Oasis Hotel 800-325-3535	18.00 18.00	7/7
Silver Sands Hotel 325-5239	9.00 12.00*	7/1
650 Hotel 325-3881	13.00 15.00*	5/1

HOTEL AND PHONE NO.	RATES BEGIN AT S-T F-S	EFFECTIVE DATE
Skylark Hotel 325-5092	15.00 16.50	7/7
Stardust Hotel 325-5152	12.00 14.00*	5/27
Studio Lodge 325-9769	10.00 10.00*	6/1
Sun & Sand Apts. 327-8112	14.00 14.00	5/1
Sun Ray Motor Hotel 325-3851	10.00 14.00*	7/1
Sun Spot Hotel 327-1288	16.00 18.00	7/6
Tennis Club Hotel 325-1441	22.00 22.00	6/16
Tiki Spa Hotel 327-1349	10.00 12.50	7/7
Town & Desert Apt. Hotel 325-9001	12.00 17.00*	7/5
Travelodge 800-255-3050	18.00 22.00	6/1
Travelyn 325-7607	12.50 15.00	6/1
The Tripoli 325-1594	15.00 15.00*	7/7
Tuscany Manor Apt. Hotel 325-2349	21.00 21.00	5/1
Vagabond Motor Hotel 800-522-1555	16.00 16.00*	6/15
Venture Inn 328-8823	14.00 14.00*	6/1
Village Manor Apt. Hotel 325-5619	20.50 20.50	4/16
Villa Hermosa Apt. Hotel 325-5757	10.00 12.00	7/6
Warm Sands Villa 327-5172	14.00 16.00*	5/1
Westward Ho Hotel 327-1531	14.90 16.90*	6/1



Hate those tired summer sales in town? Get something new and perky at pinchpenny prices. The whole town's having a Clean Sweep Sale, July 6-12. Just look for this sign at all kinds of stores all over town. And sweep up the savings.

CLEAN SWEEP

**CLEAN
SWEEP**
TOWN
WIDE

TOWN-WIDE SALE *Index To Advertisers*

**CLEAN
SWEEP**
TOWN
WIDE

ADVERTISER	PAGE
Alive & Well in Palm Springs	29
Argyle's Men Shop	6
Art's Pantland	16
Bath Boutique	7
Beachcomber Shop	14
Berner Judd Shop	36
Betty's Fashions	4
Sam Bork Shoes	23
Carlo's Mens Wear	12
City Lumber	33
Claire of Palm Springs	36
The Country House	12
Covers for Lovers	25
Desert Beauty & Barber Supply	17
Desert Bootery	24
Desert Inn Fashion Plaza	30 & 31
Desmond's Inc.	15
Sy Devore	24
Fashion Center	16
Frenchy's	23
Furniture Unlimited	40
Morrie Geyer Mens Fashions	27
Hallmark T.V.	2 & 3
Henry Frank Arcade	25
Hickory Farms	32
House of Fabric	34
J.C. Wardrobe	27
K-G Mens Store & Miss K-G	5
Ted Land Inc.	6
Lanz of Palm Springs	14
Leed's Jewelry	11
Longs Drug	37
Mages Sporting Goods	34
Malooof's Mens Shop	17
Mary Helen Children's Shop	24



ADVERTISER	PAGE
Master's Exclusive Candies	4
B.J. Mindess & Co. Insurance	29
Miss K-G Store	5
Moccassin Shop, The	18
Mode O' Day Ladies Shop	6
Nelson's Oasis Men's Shop	14
Nicolino & Son Italian Bakery & Restaurant	27
Oliver's Twist Men's Casuals	26
Pace Setter Patio Furnishings	37
Packouz Jewelers	14
Palm Springs Aerial Tramway	4
Palm Springs Camera & Sound	18
Palm Springs Dept. & Hardware ...	24
Palm Springs Mall Shopping Center .	35
Palm Springs Plumbing Co. Inc.	7
Pants Galore	12
Peddlers Limited	17
J.C. Penny Co.	8, 9 & 10
Plaza Motors, Cadillac, Oldsmobile .	25
Radio Shack	32
Mr. Ray's Shop for Men	12
Riviera Convertible Sofa Bed Co. ..	28
Robert Ltd. Mens Wear	23
Show Biz Boutique	4
Silverwoods	29
Singer Co., The	11
Sylvan Victor Shoes	26
Thrifty Drug Stores	13
Uncle Don's Toys	27
Variations of Palm Springs	12
Walker Scott Dept. Store	19, 20, 21 & 22
Watermelon Seed, The	6
George Weill Fashions	23

**TAKE A
FREE
BUS
On Us!**

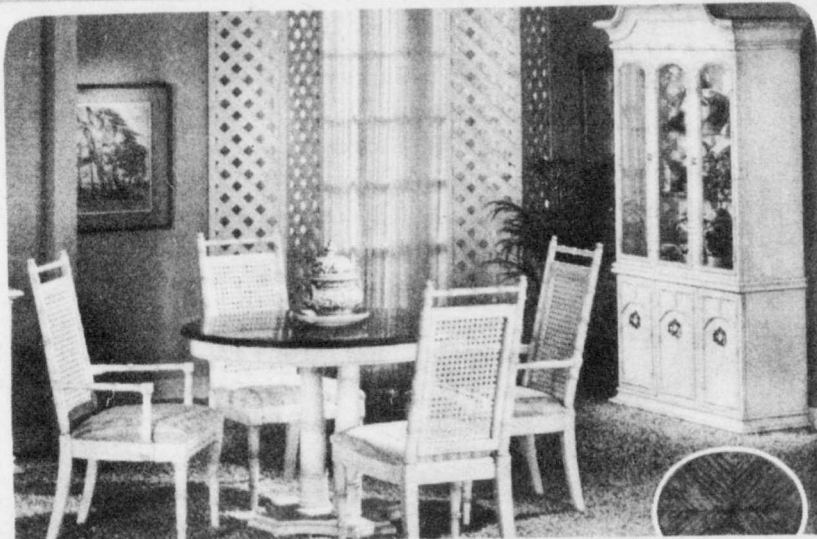
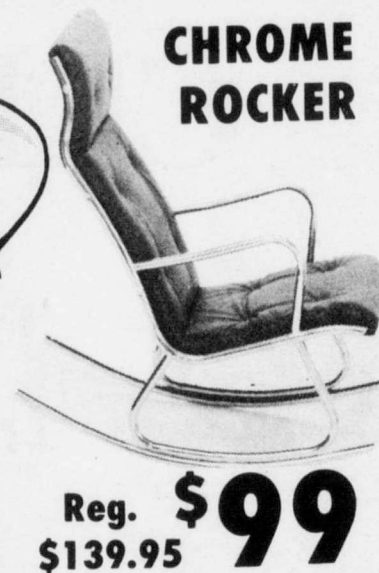
**TAKE A
FREE
BUS
On Us!**

CHROME BAR STOOL



... when we say
CLEAN SWEEP
we mean values for
you that really
**CLEAN OUT
OUR STOCK!**

CHROME ROCKER

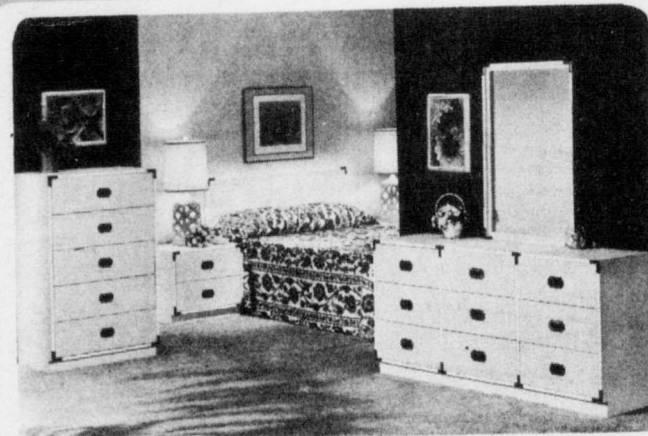


AMERICAN of MARTINVILLE

5 Piece Antique Yellow. Regular \$629.00 **\$495**

—Table 38x56 extends with 2 leaves to 70"

MATCHING CHINA with LIGHT, reg. \$495 . . . \$349.00



BEDROOM GROUP

It's ice white with chrome handles & trim . . . laminated tops, fronts and sides, 3 pieces consist of 72 inch triple dresser, mirror and your choice of King headboard or Queen for . . .

\$229

2 dr. nite table \$49⁰⁰
Kneehole desk \$99⁰⁰

5 dr. chest \$99⁰⁰
3 dr. chest \$69⁰⁰

"IT'S SUPER"

THE SUPER MAXIM box spring & mattress EXTRA EXTRA FIRM

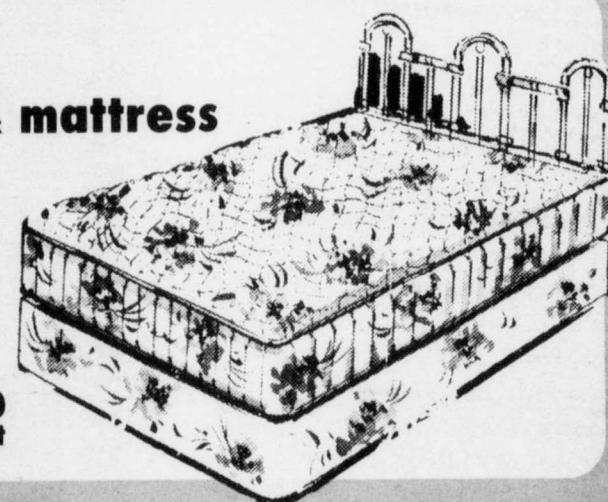
1. The mattress 312 coil 13 gage spring (to the full size)
2. Fancy custom puff quilted cover
3. One inch rubber on both top & bottom
4. Multiple eyelet matching border
5. jumbo welted
6. 80 coil box spring 10½ gauge (full size)
7. 5 stabilizers to each box spring
8. Fire retardant to meet Federal regulations.

TWIN SIZE
\$99⁹⁵
set

FULL
\$119⁰⁰
set

QUEEN
\$159⁰⁰
set

KING
\$199⁰⁰
set



SPACE DOESN'T PERMIT
ILLUSTRATING AND LISTING
THE MANY MORE ITEMS ON
WHICH SAVINGS OF UP TO
50% ARE EFFECTIVE!

PLENTY OF
FREE PARKING
IN THE REAR

Use your . . .
MASTER CHARGE
BANKAMERICARD

OPEN
ALL
SUMMER

FURNITURE UNLIMITED

803 No. Palm Canyon PALM SPRINGS — Phone 325-2229

Store Hours: 10 a.m. to 5 p.m. — FREE DELIVERY